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Land Use Element

Community Development Department

June 12, 2001

Approved by City Council Resolution
July 3, 2001

"Planning: process by which people set objectives, assess the future and Develop courses of action to accomplish these objectives"

"No plan can prevent a stupid person from doing the wrong thing in the wrong place at the wrong time. but a good plan should keep a concentration from forming"
(Charles Wilson, 1890-1960, Chairman of General Motors Corporation and U.S. Secretary of Defense)

"Failing to plan is planning for failure"

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I Background and Organization

The panoramic view from the crest of Signal Hill is truly one of the most beautiful in all Southern California. Most spectacular is the view of the Pacific Ocean framed by the Palos Verdes Peninsula and the Sheep Hills at Newport Beach. This ocean view features rolling breakers at Huntington Beach, the Queen Mary and the Long Beach skyline arguably equally spectacular at night. To the northwest, Signal Hill vistas include the skyscrapers in downtown Los Angeles, the Hollywood sign and the Getty Museum of Art perched upon the Santa Monica Mountains. To the east the view is remarkably grand including the Long Beach Airport and the Pyramid at the California State University at Long Beach. Signal Hill is a special place that enjoys a certain sense of serenity above the surrounding urban plain. The residents of the City share many of the attributes of small town life: a true sense of community, peaceful residential neighborhoods, tree-lined streets, parks and trails and a vibrant community life. Signal Hill is a City with a clear view, and a clear vision of its future as defined in its mission statement:

Mission Statement

"Signal Hill is a small unique community that is economically independent, prides itself in personalized service to the residents and business community that it serves and a community which has created and works to maintain a high degree of livability for its residents."

As in 1989 when the Land Use Element was last updated, vacant land remains Signal Hill's most important resource. Significant development has occurred in the past decade transforming an oil field and industrial city into a residential and light industrial community. This update of the Land Use Element builds upon the success of the past decade, establishes goals, policies and objectives for the planning period 2001-2015; and makes "build-out" development projections for 2020 and 2025 for population, household growth and employment.

The Land Use Element of the General Plan is Signal Hill's vision of its future and sets forth the means to protect the land use philosophy of the community, the character of its existing neighborhoods and the quality of the physical environment. Contained in the Land Use Element are criteria for the various land use types and the appropriate locations for each type of land use. Within each land use category are guidelines for the intensity of development, urban design concepts and standards for measuring the appropriateness of development proposals.

Signal Hill's land use pattern is well established and it is not anticipated to change materially over time. New development will occur within the vacant oil field areas and to a lesser extent in-fill development is anticipated in established neighborhoods. Significant constraints to development of the "oil patch" will continue to limit the availability of development sites and the rate of development. These constraints include: ongoing oil field operations, steep slopes, unsuitable soils, environmental

contamination, lack of existing utility systems or the need to upgrade existing systems, small lot sizes, complex property ownership patterns, and a reluctance by traditional lending institutions to finance development of environmentally impacted properties.

Major Proposals

Differences between the proposed Land Use Element and the existing Land Use Element (1989) are generally minor, though there are a few important proposals that should be noted:

- Heritage Square Central Business District concept for a mixed use intensive commercial and residential specific plan is added to the Commercial Town Center area located between 25th and Creston Streets and Rose and Cherry Avenues.

- Crescent Heights Historic District concept for a low-density residential specific plan located between Walnut and Gardena Avenues and 25th and Creston Streets is added to encourage the relocation and renovation of 1890-1930 vernacular architecturally significant dwellings in a neighborhood setting.

- Atlantic/Spring Neighborhood General Industrial District is added by changing the current Commercial Office and Commercial General land use designations in the area generally bounded by Atlantic and California Avenues and Spring and Willow Streets to include a General Industrial District generally located between Canton and 27th Streets and Olive and California Avenues and a CG - Commercial General District generally located between Atlantic and California Avenues and Spring and Canton Streets.

- Cherry Avenue Low Density District is added by deleting the current Mixed Use land use designation along Cherry Avenue, between the City boundary south of 19th Street and 21st Street and Cherry Avenue and the alley between Cherry and St. Louis Avenues.

- Total residential holding capacity increased from 10,070 to 11,286 persons.

Public Participation

The citizens of the City of Signal Hill have participated in the formulation of "likes, dislikes and recommendations" for the future of Signal Hill through their loyal participation in half a dozen General Plan workshops held during 1999. Their input is recognized here as the most valued of all the information used in the formulation of clear and concise statements about what is right about the City and what needs to be fixed. Moreover, there is a strong desire of the citizens to maintain the peace, quiet and secure environment the City has managed to achieve and preserve at this time in its seventy years history.

Legislative Authorization

The California Government code requires all City General Plans to contain a Land Use Element. The Element should identify land use opportunities and constraints, promote a balance of land uses, and guide public and private development activities. Section 65302(a) of the California Government Code identifies the required content of the Land Use Element as follows:

"A land use element which designates the proposed general distribution and general location and extent of the uses of the land for housing, business, industry, open spaces, including agriculture, natural resources, recreation, enjoyment of scenic beauty, education, public buildings and grounds, solid and liquid waste disposal facilities, and other categories of public and private uses of land. The land use element shall include a statement of the standards of population density and building intensity recommended for the various districts and other territory covered by the plan. The land use element shall also identify areas covered by the plan which are subject to flooding and shall be reviewed annually with respect to such areas."

State law encourages cities to include issues of greatest local concern in the General Plan and Land Use Element. Accordingly, this Element focuses on the interface of oil production and other urban uses, the preservation of views and scenic vistas, and the orderly development of neighborhood shopping opportunities.

Relationship to Other Elements

Of all the elements required in the General Plan the Land Use Element has the broadest scope and is key to the synthesis of the other State mandated elements including Housing, Circulation, Environmental Resources, Safety, and Noise. The Land Use Element has been prepared in conjunction with the update of the Housing and Circulation Elements and in full knowledge and consideration of the other elements including the Parks and Recreation Master Plan that has been adopted into the Signal Hill General Plan.

Organization and Format

To help the reader in using the General Plan, the Land Use Element is structured around analysis of seven Neighborhoods (Section III) with discussions, and summaries from community meetings identifying general themes, characteristics and concerns that provide the basis for city-wide goals, policies and action plans/objectives. During a year-long community participation process, City officials, residents and businesspersons participated in a series of Neighborhood Workshops to discuss city-wide and neighborhood-level "likes and dislikes" and to provide recommendations for the land use plan. Constraints and Issues (Section IV) provide further policy recommendations based on background information and existing conditions relevant to land use planning. Synthesis of ideas begins in Growth Concept (Section V) where predicted and

predicted and proposed growth scenarios are quantified. The land use plan for the community is described the Land Use Map (Section VI) and Special Management Areas Map (Section VII). The Land Use Map section provides further narrative detail on the land use classification plan and the allowed intensity of development. In Section VIII, broad goals are defined, along with policies to guide evaluation of future development proposals in the Goals and Policies (Section VIII). The Implementation Program (Section VIII) sets forth Action Plans/Objectives to implement the City's strategy for carrying out its land use plan. During annual general plan reviews, the City will compare its achievements to the Implementation Program Section to measure progress or to recommend midcourse corrections to the land use plan.

II Trends

Demographic and development trends are important to the formulation of land use policies. This section of the Land Use Element builds upon the information in the 1989 Land Use Update.

Population

Table 1 displays a relatively steady rate of population growth during the past several decades increasing approximately 100 persons per year, or an annual percentage increase of less than one percent. However, the City is currently experiencing unprecedented residential development in and around the hilltop area, and it is expected that during the period 2000 - 2005 the rate of population growth will exceed historic levels. The 1989 Land Use Element projected a maximum population of 11,232 assuming full development of all residentially zoned land in the City. The recommendations in this update of the Land Use Element would result in residential holding capacity of 11,286 persons. According to the State Department of Finance, in the year 2000 the population of the City was 9,247. The forecast for 2010 is a population of 10,471 in line with previous build out projections. Forecasts predict additional population growth beyond the build out of the City to a population of 15,182 in 2025.

Table 1 - Population

Year	1940	1950	1960	1970	1980	1990	2000	2010	2015	2020	2025
1*	3,184	4,040	4,627	5,582	5,734	8,371	9,247				
2*								10,471	11,896	13,432	15,182

*1 U.S. Department of Commerce, Census Bureau, and State Department of Finance

*2 Southern California Association of Governments Preliminary Regional Transportation Plan 2001 forecasts Update (February 2000)

Economic

National, state and local economic trends influence local economic conditions, and local conditions and land use policies tend to encourage or discourage economic development. The City of Signal Hill has a long tradition of policies that are "business friendly" including low business license fees and no utility taxes. As a low-or-no property tax city, Signal Hill has found it necessary to rely upon sales taxes to support local government activities. Table 2 compares per capita sales tax revenues collected by the Cities of Signal Hill and Long Beach and Los Angeles County.

Table 2 - Sales Tax Revenues Per Capita

	1980	1990	1999
Signal Hill	$429	$570	$787
L A County	$46	$77	$80
Long Beach	$49	$60	$63

Source: Hinderliter, de Llamas and Associates, January 2001

Employment

Signal Hill has a large and growing employment base. The petroleum industry, including oil well tools (fish tools), pipe supply, and oil well servicing companies, were once a major local employer and influential force in the City. Today, retail and service related industries are the main employers. Moreover, businesses with less than five employees account for the greatest number of employment opportunities. Table 3 displays the top ten employers in 1990 and 2000 that reveals the trend away from petroleum and heavy industry to light manufacturing and service industries-especially retail sales.

Table 3 - Top Ten Employers

	1990	Type of Business	2000	Type of Business	Employees
1	Pacific Valves	Manufacturing	Universal Care	Medical/Admin.	624
2	General Telephone	Communications	Office Depot	Retail/Wholesale	533
3	Eastman Inc.	Office Supplies	Costco	Retail/Wholesale	288
4	Price Club	Retail/ Wholesale	Crane Co. y	Manufacturing	249
5	Petrolane Inc.	Offices	Home Depot	Retail/Wholesale	244
6	GEMCO	Retail/ Wholesale	Omniplex Wrld	Business Service	226
7	Willis Oil Tool	Oil Tool Service	Target	Retail	185
8	Hawk Industries	Manufacturing	Pac-Century	Bank Offices	122
9	Offco	Construction	Fed. Express	Delivery Service	116
10	Oil Well Serv. Co.	Oilfield Services	Jacobs/ Wolder	Engineering	108

Source: City of Signal Hill, Finance Department, 2001

Table 4- Employment Forecast

Year	Employment
2000	10,500
2010	10,961
2015	11,442
2020	11,944
2025	12469

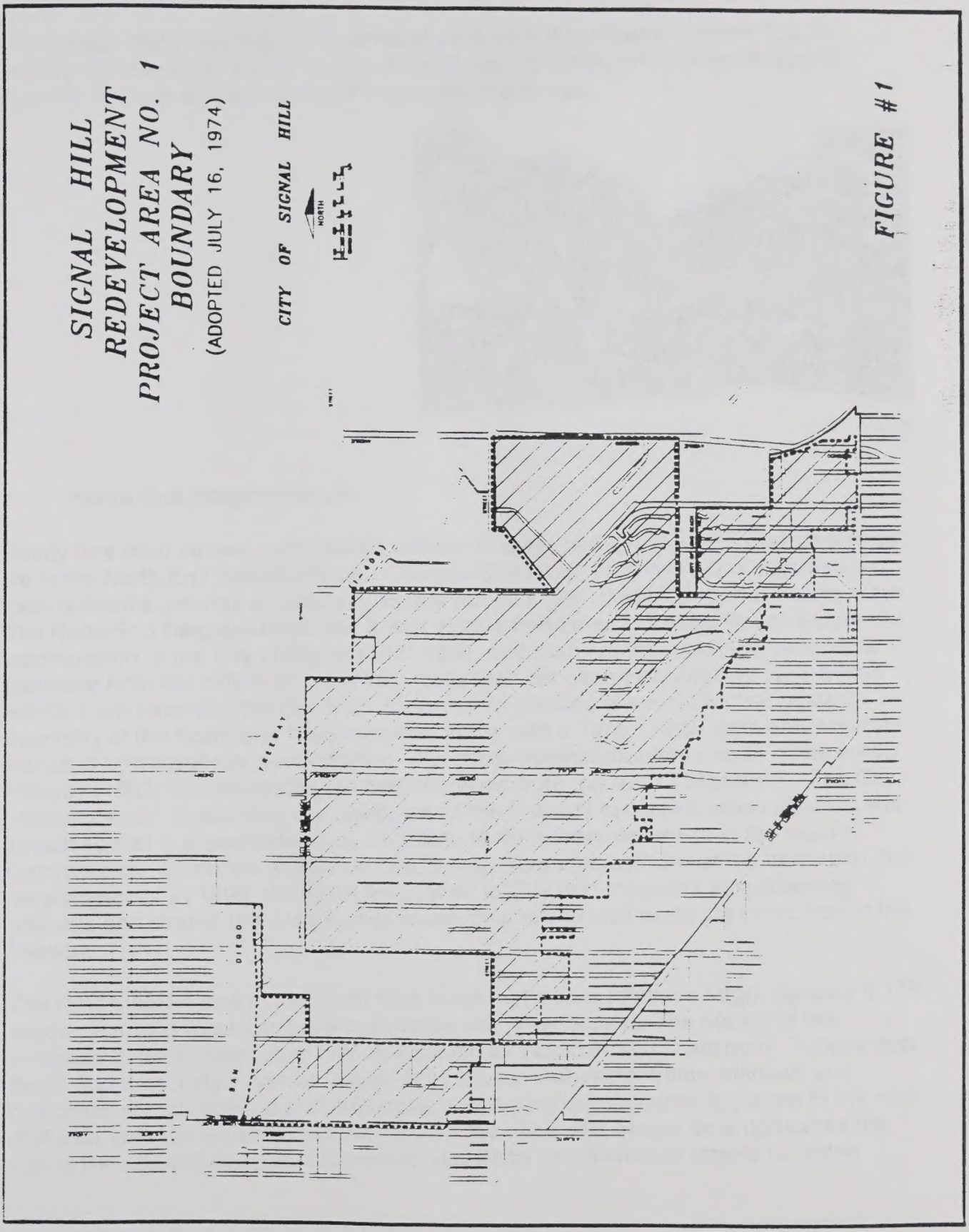
Source: Gateway Cities Subregional Growth Forecast 2000 Community Development Department, January 2001

Redevelopment

In 1974, the City identified the entire Signal Hill oilfield a "blighted" area pursuant to State Redevelopment Law, and incorporated nearly two-thirds of the 2.2 square mile city as Redevelopment Project Area No. 1. Established neighborhoods, now some of the oldest in the City were left outside of the project boundaries shown in Figure 1. During the 1970's and 1980's, the Agency focused most of its attentions on infrastructure improvement projects, including water, sewer, storm drain and street improvement projects. In the 1980's, the Agency shifted its focus to economic development. Notable projects assisted by the Agency's economic development program include: Price Club (Costco), Office Depot (formerly Eastman Company), Home Depot, Toy's-R-Us, Office Max and several dealerships in the Signal Hill Auto Center. During the past decade, the Agency also focused on the development of affordable housing including Sea Breeze Manor, Signal Hill Village, East Village, and the proposed Town Center West Senior Housing. Other Agency programs such as the first-time-buyer assistance program and housing rehabilitation grants have helped to upgrade the condition of the local housing stock.

Agency activities, especially economic development projects, help drive the land use process in Signal Hill through implementation of a three-part economic development program including business retention, business expansion, and business attraction. Development of the oil field is extraordinarily complicated by fragmented ownership patterns, soils contamination, and infrastructure requirements. Accordingly, the Agency has had and will continue to have significant influence on land use patterns, housing opportunities, and the quality of architecture and urban design features of the City.

Figure 1 - Redevelopment Project Area



III Neighborhoods

This section discusses the City in terms of seven neighborhoods: 1-North End, 2-Central, 3-West Side, 4-Civic Center, 5-Southeast, 6-Hilltop and 7-Atlantic/Spring. Figure 2 displays the boundaries of these neighborhoods

1. North End Neighborhood

Shady tree lined streets, comfortable cottage homes, and a walk in the park describes life in the North End Neighborhood. Chinese Elm trees, both loved and despised by local residents, provide a canopy of foliage above a grid of wide streets and alley ways. The North End Neighborhood was a well established suburb of Long Beach before the incorporation of the City of Signal Hill in 1924, and many of the dwellings there were relocated from the oilfield to make way for further petroleum exploration. The Signal Hill Oil Field traverses the City from northwest to southeast and forms the westerly boundary of the North End Neighborhood along with a Target retail store and several blocks of light industrial development. The entire neighborhood lies north of the I- 405 freeway (1962) that separates the neighborhood from the rest of Signal Hill. The City was successful in requiring the designers of the freeway to place it below grade in this stretch so that is a somewhat less dominate feature than elsewhere in the region. Unfortunately, off-ramps at Atlantic and Orange Avenues spill unwanted traffic into the neighborhood. In 1998, the State responded to City and resident's long-standing requests and shared the construction costs for a sound wall along the north side of the freeway.

The residential lot size in the North End Neighborhood is relatively large, typically 6.375 square feet, and most lots have both street and alley access. The design of the individual houses varies from classic Spanish to Victorian and Craftsman. Typical post Wold War II tract style homes, single-story stucco with metal frame windows and composite shingle roofs are commonplace. Garages are thoughtfully placed to the rear of the lot, with the access provided via an alley. This site design de-emphasizes the role of the automobile typical of modern suburban neighborhood streets too often

dominated by rows of driveways and garage doors. Many properties have one or more rental dwellings in addition to the main dwelling.

Prior to 1985, the Crane Company (formerly Pacific Valves) operated a foundry at Walnut Avenue and 32nd Street. It was partially replaced by a modern light industrial park in 1985. This project sparked much controversy at the time of its development, but its exemplary design, landscaping and maintenance make it a good neighbor for nearby residents who rarely complain about its effect on the neighborhood. To the east of Walnut Avenue lies a City of Long Beach Water Department facility, with its broad landscaped yard that provides a pleasing east edge for the North End Neighborhood. The north boundary of the neighborhood is located 90-feet south of Wardlow Road, and the shops fronting on Wardlow Road obtain business licenses from the City of Long Beach. Apparently, the founders of the City avoided responsibility for maintaining Wardlow Road by drawing the City boundary 90 feet south of the road. This same boundary arrangement is found along Atlantic Avenue.

Public facilities and institutions located in the North End Neighborhood include Burroughs Elementary School and Reservoir Park. The southerly half of the park is a five million-gallon reservoir and pump station. In contrast to the otherwise exclusively single-family character of the North End Neighborhood, there is a concentration of two-story apartment buildings on 32nd Street near California Avenue. The following are comments from the residents who attended the North End Neighborhood workshop:

What North End residents like: *Nice homes and trees, picturesque streetscapes, security and cleanliness*

What they don't like: *An increasing number of rentals, cut through traffic, trucks and noise, lack of property maintenance.*

Recommendations:

- *The City needs to promote home ownership as the preferred form of tenancy.*
- *The City needs to encourage or require all property owners to maintain their property.*
- *The City should work with the neighborhood on a "traffic calming" plan to mitigate cut-through traffic and reduce traffic impacts like noise, odors and dust*

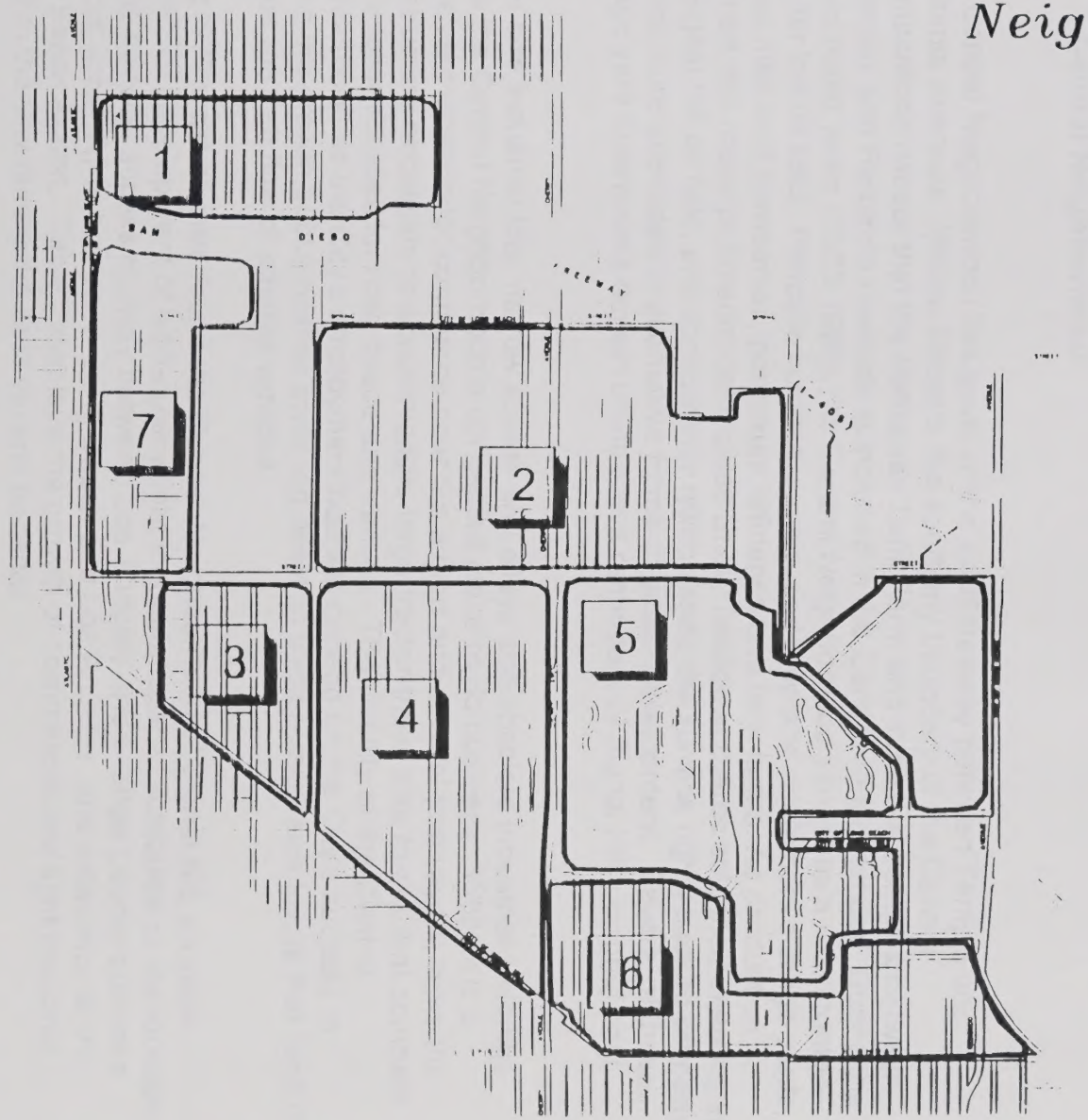


Figure 2 - Neighborhoods

Table 5 - Commercial and Industrial Buildings

	Number of Projects	Total Square Feet
1971 - 1980	83	1,199,429
1981 - 1990	106	1,005,366
1991 - 2000	64	901,712
Totals:	253	2,106,507

Source: Building Division, Community Development Department, January 2000.

The Central Neighborhood also includes the Signal Hill Auto Center located along Spring Street and Cherry Avenue. Nine new car dealerships are currently represented with plans to add two more in the year 2001. The City/Agency plans for continued growth of the Auto Center as more sites become available along Spring Street or Cherry Avenue. Auto Center Design Guidelines and the Spring/Cherry/Willow Corridors Landscape Design Standards will continue to guide development of the Auto Center which provides an attractive edge for the Central Neighborhood and a palm tree lined gateway corridor leading to the Town Center. Entertainment and many services are also available in the Central Neighborhood. Most notably, the On the Green fairgrounds developed by the Signal Hill Chamber of Commerce hosts a summer evening concert series and weekly farmers market. A wide range of neighborhood services are also available in the Central Neighborhood including auto repair, banking, delicatessens, fitness center, trade schools, upholstery, picture framing, and welding. The Commercial/Industrial Zoning District designation given to many Central Neighborhood properties recognizes that retail sales is an important accessory component of many light manufacturing, warehousing, distribution and service businesses. The following are comments from the property and business owners who attended the Central Neighborhood workshop:

What Central Neighborhood business owners like: *Safe area for business activity, good freeway access, low business license taxes, no utility taxes.*

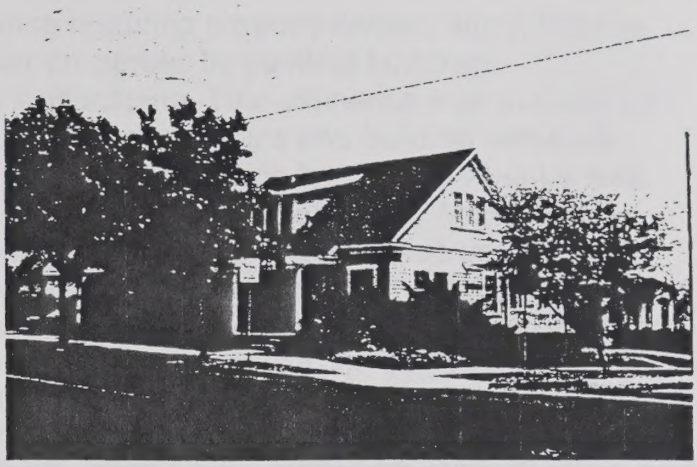
What they don't like: *Unattractive storage businesses, increasing traffic and congestion.*

Recommendations:

- *The City should encourage the transition of "unattractive" storage yards to other land uses like light industrial parks.*

- *The City should discourage businesses that increase traffic and congestion especially businesses involving fleets of large tractor trailer truck, large vans or buses.*

- *The City should discourage development of port related cargo terminals, container storage yards, and trucking businesses.*



3. West Side Neighborhood

The West Side Neighborhood is located south of Willow Street between Orange and the abandoned Pacific Electric Railroad right-of-way. It includes a mix of older industrial and residential land uses on small size lots with scattered oil field operations. Compared to the other neighborhoods the West Side Neighborhood appears less spatially organized than other parts of the City with more rental properties and fewer well kept buildings and lawns. The West Side Neighborhood has a lower income population, more dwellings in need of repairs, less landscaping and fewer trees. The residential core of the West Side Neighborhood is located on Cerritos, Lemon and Lewis Avenues between 23rd and Burnett Streets. This residential enclave has many unique historic dwellings, and some painstakingly restored by their owners. Notable structures include the barn-like dwelling at 2289 Lemon Avenue that was once a community playhouse. Unfortunately, industrial uses including several unsightly storage yards surround these dwellings and detracts from the quality of life of the neighborhood.

There are more apartment buildings located in the West Side Neighborhood than elsewhere in the City. Among these apartments, the Las Brisas Apartments located along California Avenue north of Burnett Street is among the City's most troubled residential areas. Police and Code Enforcement efforts to force property owners to improve the Las Brisas Apartments have largely failed to address lingering problems with absentee and undercapitalized property owners. The Agency has begun to implement a comprehensive revitalization plan for the Las Brisas Apartments to purchase and renovate the 152-unit complex and introduce single ownership and strong property maintenance and management. The proposal includes a small neighborhood park and may include a community center or day care center.

The West Side Neighborhood is affected by the appearance of Orange Avenue, a corridor lined with storage yards and auto repair businesses. In 1998, the City

approved a property maintenance ordinance requiring property owners along Orange Avenue to improve the appearance of their properties by painting buildings, constructing screen fences, and planting landscaping. This ordinance was associated with the relaxation of zoning standards for street dedications and building setbacks. Moreover, the General Plan Circulation Element designation for Orange Avenue was downgraded from Major Highway (100-foot right-of-way) to Secondary Modified Highway (70-foot right-of-way). The appearance of the Orange Avenue corridor has improved as a result of the changed ordinance and new development projects including the Signal Hill Golf Center, a golf driving range that added several acres of green space to the Westside Neighborhood. The following are comments from residents and business owners who attended the West Side Neighborhood workshop:

What West Side Neighborhood residents like: *Home ownership opportunities and affordable restorable houses, responsive Police Department, good access to schools and shopping.*

What they don't like: *Lack of neighborhood shopping opportunities, dilapidated apartments.*

Recommendations:

- *The City should encourage home ownership and homeowners efforts to repair and restore existing housing.*
- *The City should encourage further development of neighborhood shopping opportunities.*
- *The Agency needs to complete the acquisition and renovation of the Las Brisas apartments. and establish a common ownership and management structure to ensure consistent maintenance.*
- *The City should complete the General Plan, Park Master Plan recommendations and develop a West Side Park.*
- *The City should consider ways to improve the interface or create buffer areas between the existing commercial/ industrial land uses and the existing residential neighborhood.*

4. Civic Center Neighborhood

The Civic Center Neighborhood takes its name from the many public institutions located between Cherry and Walnut Avenues and Willow Street and the southerly City boundary along the abandoned Pacific Electric railroad right-of-way. Public institutions located in the Civic Center Neighborhood include: City Hall, Police Station, Library and Community Center all surrounding Signal Hill Park, the largest park in the City. Long Beach Unified School District operates three schools in the Civic Center Neighborhood; Signal Hill and Alvarado elementary schools, the oldest and newest elementary schools in the City respectively, and the Preparatory Academy junior high school that is planned for replacement. The Civic Center Neighborhood also includes the Town Center West commercial center.

In the vicinity of City Hall, the Civic Center Neighborhood contains a mix of older homes and contemporary condominiums, some of which capture views toward the west of the Palos Verdes peninsula and Long Beach skyline. This neighborhood used to be influenced by the negative visual and air quality affects of the Chemoil (formerly MacMillan) oil refinery on Walnut Avenue south of Hill Street. The refinery and associated tank farm were demolished in 1999, and the site remains vacant today. Considerable soils remediation work will have to be completed to make the site suitable for development. Given the constraints to development, the most feasible use of the old refinery site may be light industrial business park type uses.

Overlooking the City Hall area is the Crescent Heights residential neighborhood that takes its name from the original subdivision map of that area. Here are several fine historic homes constructed before the discovery of oil on Signal Hill or in some instances moved to Crescent Heights from elsewhere in the oil patch. The owners of these dwellings have expressed interest in the creation of a historic district to encourage repair and renovation efforts and attract further historic house relocations to the neighborhood. Crescent Heights commands ocean views to the south and southwest and the neighborhood is close to neighborhood shopping opportunities at the Town Center.

In recent years, the City has turned away from focusing exclusively on retail sales tax generating businesses like the Costco and Home Depot found in Town Center East and more toward a neighborhood-shopping venue. The Town Center West shopping center, planned for completion in 2001, includes a grocery store, beauty supply shop, coffee house, sit-down and fast food restaurants and a service station. Town Center West also mixes urban uses with a large senior-housing component planned for a view-oriented site located adjacent to the neighborhood shopping center. This type of development helps achieve affordable housing goals described in more detail in the Housing Element, and provides a built-in population base necessary to support neighborhood businesses. The following are comments from residents who attended the Civic Center Neighborhood meeting:

What Civic Center Neighborhood residents like: *Peaceful quiet neighborhoods, neighborhood services and shopping, historic houses, small town history.*

What they don't like: *Traffic congestion by schools, dusty lots, too much "big box" and "fast food", overhead utilities, lack of neighborhood shops and restaurants.*

Recommendations:

- *The City should encourage the repair and renovation of architecturally or historically significant houses by creating incentives to relocate dwellings into the Crescent Heights area.*

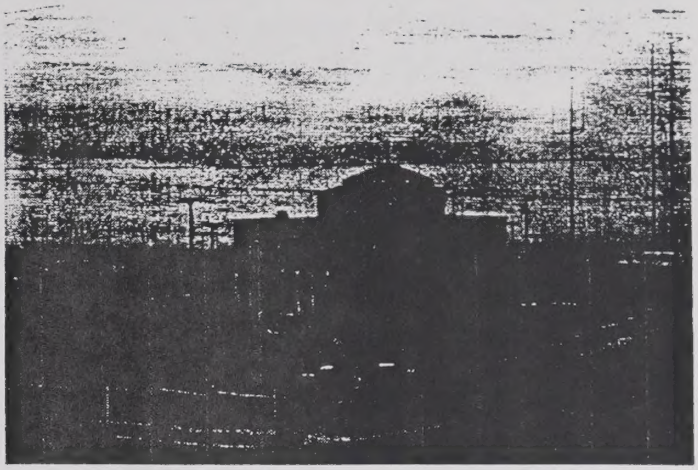
- *The Crescent Heights neighborhood should be given a special designation and a Specific Plan should be prepared to establish precise district boundaries, strict guidelines for design, landscaping, house moving projects, etc.*

- *The City lacks a true Central Business District and needs a bold new high-intensity commercial environment to serve our growing community. Accordingly, it is recommended that the City encourage the development of a Central Business District envisioned as a diverse, view oriented, intensely developed, pedestrian friendly shopping and dining venue with small shops and services, sit-down and outdoor dining opportunities, and community facilities. Residential lofts/ apartments and mixed-use structures will be permitted in multi-story configurations as an incentive to achieving public amenities like a town square or a public viewing area. The essential elements of the Central Business District include curbside parking, wide sidewalks, shops with a lot of windows, doors open to the customers, and outdoor merchandize displays. The Central Business District will capitalize on the existing retail environment by providing additional specialty retail shops and services. It will also provide a rest stop for hilltop hikers and a walk-to-shopping and*

dining venue for the residents of the adjacent Crescent Heights and Promontory neighborhoods.

- *The City should investigate funding mechanisms for undergrounding overhead utilities especially where the undergrounding of overhead wires and poles will help to improve public or private views.*

- *The City should coordinate traffic circulation studies and traffic enforcement efforts with the Long Beach Unified School District to improve pedestrian safety and traffic flow in vicinity of Signal Hill School.*



5. Hilltop Neighborhood

Hilltop residents enjoy living on the high ground well above the surrounding landscape where they enjoy the benefits of breathtaking panoramic views, but they also endure certain annoyances from outsiders visiting the hill who add traffic and exasperate parking congestion. Hilltop Neighborhood development consists of view oriented single -family dwellings and condominiums on the top of the hill, Willow Ridge condominiums on the north side of the hill, Town Center East with Costco and Home Depot, the condominium buildings on the south slope of the hill including the condominiums on Molino and Temple Avenues north of 19th Street, Bixby Ridge and California Crown single-family homes east of Temple Avenue. The boundaries of the Hilltop Neighborhood are Willow Street on the north, 21st and 19th Streets on the south, Cherry Avenue on the west and Hathaway and Obispo Avenues on the east.

Development of the remaining vacant land in the Hilltop Neighborhood began in earnest in 1999 with the Bixby Ridge gated community of small-lot homes on the east flank of the hill, followed by the Promontory on top of the hill. These residential development projects were made possible after the City initiated Hilltop Neighborhood infrastructure improvements including the construction of two water reservoirs, the Hilltop Park and the consolidation of antenna facilities. As a part of the effort to develop the Hilltop Neighborhood, the City coordinated the consolidation of seven telecommunications sites and nine antenna towers into a single antenna consolidation site occupied by two antenna towers. The City of Long Beach operates a large telecommunications facility serving the needs of public safety, schools, transportation and utility providers, and Mountain Union Telecom operates a smaller tower serving private service telecommunications providers of wireless services and KLON, an FM radio station. The Federal Communication Commission (FCC) regulates the safety of radio broadcasts from these facilities.

The Hilltop Neighborhood is planned to develop in accordance with the Hilltop Area Specific Plan which calls for a mix of single family detached dwellings and view oriented

condominium flats. These planned residential areas will be traversed by walking and hiking trails that will link the Hilltop, Sunset View and Discovery Well neighborhood parks to the Civic Center, Signal Hill Park, the Community Center and Library and the Town Center shopping district.

Existing Hilltop Neighborhood residential development provides a range of housing opportunities from small condominiums to large view oriented single family dwellings. Scattered among these residential dwellings are operating oil wells and at least two-nonconforming office/ manufacturing buildings held over from an earlier era when the hilltop was zoned industrial. The remaining vacant land in the Hilltop Neighborhood includes oil field land in the vicinity of Obispo Avenue and 20th Street zoned for single family detached dwellings and the north facing slope of Signal Hill that is zoned for 120-four-plex dwellings. The Central Drill Site is also located on the north side of the hill at Temple Avenue and Combellack Drive. This facility separates water from the petroleum produced in the oil field. Accordingly, it will remain active in the foreseeable future. The City may want to study the Planned Development Area-2 zoning that applies to the Central Drill Site because the standards are difficult to apply to new development proposals. The Sierra Club and the property owner are also studying the feasibility of establishing a thirty-five acre open space conservancy area on the north side of Signal Hill to preserve habitat and walking trails.

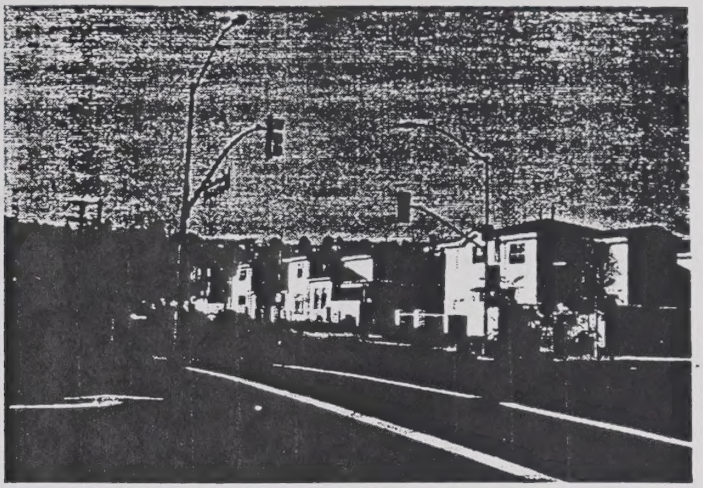
in the next few years, the hilltop neighborhood will be transformed by significant residential development envisioned in the Hilltop Area Specific Plan (1991). This development will involve grading of the hillsides, construction of retaining walls and pads for new dwellings. Impacts on existing view are anticipated, as vacant lots become home sites. The following are comments from residents who attended the Hilltop Neighborhood workshop:

What Hilltop Neighborhood residents like: *The view, sea breezes, peace and quiet, walking and hiking trails, proximity to Civic Center and parks, progress and beauty of new development.*

What they don't like: *Undeveloped weed filled lots, trees that block the views, unimproved roads, noisy oil wells and aircraft, lack of parking, existing high-density housing, too many hikers in the streets.*

Recommendations:

- *The City should encourage the continuation of the development of the hilltop with high-quality housing.*
- *The City should require developers to pay their fair share for improving roads and infrastructure related to their projects.*
- *The City should follow the recommendations in the Hilltop Area Specific Plan regarding landscaping and the careful planting of trees so as not to create view obstructions.*
- *The City must continue to enforce the Oil Code landscaping and maintenance standards.*
- *Views from existing dwellings should be preserved when feasible, but efforts to preserve views should not infringe on the rights of property owners to develop in accordance with the existing Hilltop Area Specific Plan.*
- *The City should encourage the development of a comprehensive system of sidewalks and trails to encourage walking and hiking and the enjoyment of the view from the hilltop.*
- *The City should consider revision or deletion of the PD-2 zoning district because the text and standards are difficult to apply to development proposals*



6.Southeast Neighborhood

The Southeast Neighborhood has enjoyed a significant resurgence during the past planning period (1989 - 2000). The redevelopment of formerly commercial properties along Pacific Coast Highway with new single family homes (Signal Hill Village and East Village) reinvigorated the neighborhood by removing the blighting influences of obsolete commercial highway uses. However, much work remains to be done to turn around the appearance and character of Pacific Coast Highway. The Southeast Neighborhood is an older attractive neighborhood of tree-lined streets and a variety of housing styles. Both property maintenance and values increase with elevation where the view improves and with distance from Pacific Coast Highway, a busy and noisy State highway. The Southeast Neighborhood is located close to the Civic Center, Signal Hill Park and the Library, but lacks a neighborhood park. To address the need, the City recently acquired two lots on Raymond Avenue for development of a park.

Between Cherry and Stanley Avenues the character of the neighborhood is primarily single family and duplex homes. East of Stanley Avenue, the topography changes dramatically affording opportunities for hillside housing including some of the City's more expensive view homes on Terrace Drive and Stanley Avenue. Nearby, are high value multi-family view oriented condominium flats on Molino Avenue and 20th Street. The existing Commercial Residential zoning designation that applies to the properties with street frontage on Cherry Avenue is difficult to apply to new development proposals. The City may want to study the Commercial Residential designation and consider an all residential designation for the Cherry Avenue properties between the City boundary at the railroad right-of-way and 20th Street.

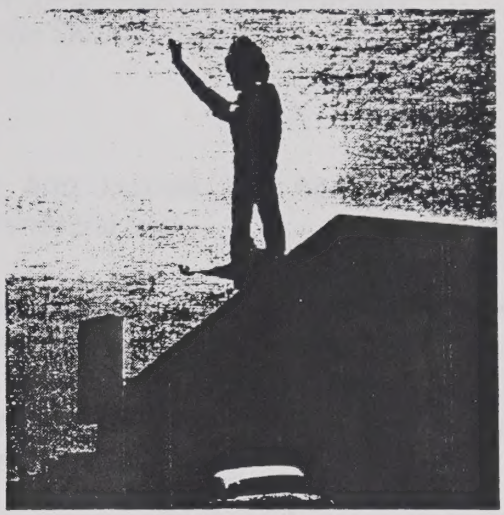
The east half of the Southeast Neighborhood, generally located between Orizaba and Redondo Avenues, consists of a light industrial park occupied by light manufacturing, warehouses and office uses. There are few remaining vacant lots in the industrial park, but it is anticipated that older obsolete storage yards and obsolete warehouse buildings will be replaced by newer development as the demand for light industrial space continues to grow. The City has adopted a Pacific Coast Highway Specific Plan to control new development and reuse of existing industrial and commercial buildings in this area but the area is located outside of the boundaries of the Redevelopment Project Area. Reuse or replacement of the vacant Beach City Chevrolet auto dealership buildings remains one of the most difficult issues for the Southeast Neighborhood. The following are comments from Southeast Area residents and businesspersons that attended the Southeast Neighborhood workshop:

What Southeast residents like: *Small town atmosphere, a location that is close to beaches and shopping, proximity to the City Hall and Signal Hill Park.*

What they don't like: *Cut through traffic from Cherry Avenue and Pacific Coast Highway, dilapidated businesses on Pacific Coast Highway and Cherry Avenue, lack of neighborhood parks.*

Recommendations:

- *The City should encourage homeownership and home improvement*
- *The City should encourage renovation of existing dwellings, when practicable, or the replacement of obsolete housing.*
- *The City should encourage further renewal efforts along Pacific Coast Highway.*
- *The City should study the current Commercial /Residential along Cherry Avenue between Pacific Coast Highway and 21st Street. The school should be given a Public Institutional designation and the properties fronting on Cherry Avenue should be re-designate residential consistent with the adjacent residential neighborhood.*
- *The Cities of Signal Hill and Long Beach should coordinate planning efforts to effectuate improvement of dilapidated Pacific Coast Highway properties.*



7. Atlantic/ Spring Neighborhood

The Atlantic/ Spring Neighborhood contains the single largest vacant land area remaining in the City. This neighborhood is located between Atlantic and California Avenues and the 405-Freeway and Willow Street. It remains vacant because there are overwhelming constraints to development including: ongoing oil production activities primarily independent oil operations; contaminated soils including sumps and past refining facilities; small lot sizes and fragmented ownership patterns; lack of infrastructure; and topographical constraints including steep slopes and a ravine north of Columbia Street. Long ago, a stream ran through the Atlantic/Spring Neighborhood from northeast to southwest. Portions of this streambed were filled with rubble following the Long Beach Earthquake in 1932. Existing land uses include medical offices and related facilities that support the Memorial Medical Center along Atlantic Avenue, and a mix of commercial and residential uses along Willow Street. The City is currently processing an environmental impact report for a 22-acre Home Depot retail center on a site overlooking the 405-Freeway and greater Long Beach at the northeast corner of Spring Street and Atlantic Avenue. The City of Long Beach plans to develop a large (26-acre) pay-for-play Sports Park between Willow and Spring Streets east of California Avenue.

During the past planning period, the Cities of Signal Hill and Long Beach established the Spring Street Corridor Joint Powers Authority to facilitate planning for the Spring/Atlantic Neighborhood. The genesis of the Authority, a proposed stock-car racetrack proved infeasible due to the aforementioned constraints and other environmental concerns. Other development ideas for the area included a golf course and residential neighborhood. The City did not hold a general plan workshop for the Atlantic/Spring Neighborhood but received considerable advice from the landowners during Authority meetings and independent efforts to organize owners in support of a development plan. Property owners suggest that interior properties, sites lacking commercial frontage, should be designated for industrial use and sites with commercial

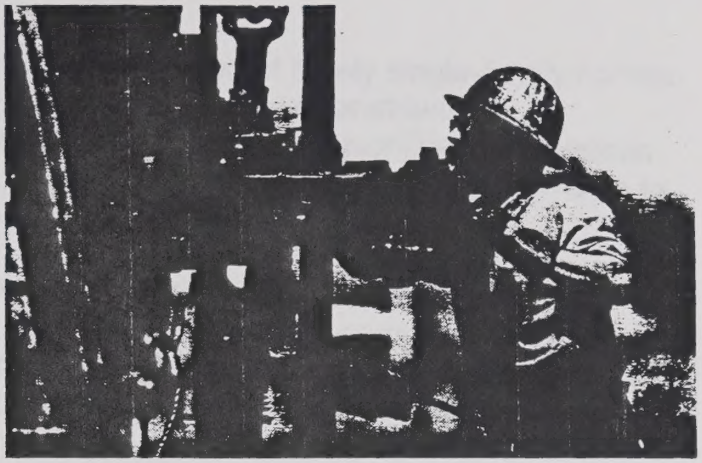
frontage designated for commercial uses that support or benefit from the nearby medical center or the proposed Sports Park and Home Depot projects.

Recommendations:

- *The City should prepare a Specific Plan and rezone the Atlantic/ Spring Neighborhood for General Industrial and Commercial use.*

- *The City should seek grants to study and develop the infrastructure necessary for the development of the Atlantic/ Spring Neighborhood.*

- *The City should seek federal and /or state grants and other tax revenues targeted toward "brownfield" development opportunities.*



IV Constraints and Issues

The preceding section of this element evaluated population, employment, economic and redevelopment trends and discussed needs, issues and preferences of the residents and businesspersons that participated in the General Plan workshop series. In order to develop land use policies for the future, it is important to first examine existing land use constraints and issues as they relate to other elements of the General Plan. In the case of the Land Use Element, the constraints are both natural and man-made physical constraints that determine site suitability for different types of land uses and compatibility among land uses.

Residential Density

A consistent theme heard at the community workshops was support for the continuation of the current General Plan Land Use Element policies regarding "moderate growth" residential density. Both the 1986 and 1989 Land Use Element updates considered the need to establish varying residential densities within the City to provide a range of housing types to meet the needs of the community. Another important consideration in determining residential densities for certain areas of the City is the need to provide affordable housing and to conform to State mandates that requires each California city provide its fair share of affordable housing opportunities consistent with local need and employment opportunities. The specifics of the local need are addressed in the Housing Element.

Considerations in determining residential densities for certain areas of the City include the capabilities of public utility infrastructure, the capacity of the circulation system, the availability of public services and existing and man-made conditions. Funding for growth and development of the infrastructure includes developers paying their fair share of improvement costs. The residential policies established in the 1986 General Plan and updated in the 1989 Land Use Element have succeeded in encouraging private sector residential development in the vacant residentially zoned areas of the City. The City has adopted six residential specific plans encompassing approximately 255 acres of land as follows:

California Crown - Developed in 1990, this neighborhood of ninety single-family homes is one of Signal Hill's most prestigious communities. The site constraints to development were significant, including the abandonment and re-drilling of numerous oil wells, relocation of local streets, soils issues and the need to extend water mains to the hillside area.

Sea Breeze Manor - This very low-income high-density housing development of 52 attached dwellings replaced a troubled and obsolete apartment complex. With assistance from the Agency, the Crippled Children's Society combined the resources of several agencies to provide housing for disabled residents. The development is located adjacent to the Civic Center and Signal Hill Park.

Signal Hill Village - This high-density single family detached dwelling project includes 52 for sale dwellings. It replaced some of the City's most dilapidated commercial development along Pacific Coast Highway and helped to rejuvenate the Southeast Neighborhood by reducing cut-through traffic from Pacific Coast Highway to Cherry Avenue.

Hilltop Promontory - Adopted in 1992 and amended in 1993 and again in 1999/2000 the Promontory is the City's "crown jewel" residential neighborhood. The original specific plan called for 525 dwellings. The current plan tempered by the refinement of geologic investigation calls for approximately 450 single-family homes and duplex townhouses.

Bixby Ridge - Planned as an entry level small lot single-family development this 189 dwelling gated community includes the five acre Discovery Well Park and a system of trails that link the neighborhood to the hilltop Panorama Trail and Hilltop Park. First entitled in 1997, development of this hillside neighborhood required significant grading and slope stabilization efforts.

Town Center West Senior Housing - This 152-unit development is planned for a 4.5 acre view parcel located adjacent to the City's newest mixed-use retail center.

Build-out in accordance with these approved specific plans will assure that the City achieves the residential density objectives identified in the 1989 Land Use Element as well as achieve State mandated affordable housing objectives identified in the Housing Element. Moreover, creative land use plans for mixed-use development like the Town Center West, that combines neighborhood scale commercial development with high density senior housing located close to major public transportation corridors and shopping opportunities, furthers the community desire to provide housing for all age and income segments of the society. The City should continue to use the specific plan process as the preferred planning process for achieving desired results.

Manage Scenic Hillside Areas

Signal Hill, from which the City derives its name, is the City's most valuable resource. Its scenic vistas and natural beauty help define the attributes of open space and coastal proximity mentioned often as prime reasons for living in the City. The approved plans for the development of the hilltop and hillsides attempts to preserve open spaces and trails for the future enjoyment of the greater community. Already, the Hilltop Park has become a favorite tourist stop for showing-off the scenic beauty of the area. Concurrent with the development of the remaining privately owned open space, the importance of enhancing the public viewing locations and improving the walking trails increases. Managing hillside scenic areas also means paying close attention to the architecture of new development and the landscaping on both public and privately maintained hillsides. View obstructing trees should be discouraged through the site plan design review process and enforcement of homeowners associations' rules and regulations.

Quality Development

A major theme of the 1986 Land Use Element restated here and made part of this update is the concern that during the 1970's-1980's, the City allowed too much low quality, poorly designed development to occur without benefit of design review guidelines and specific plan standards. The Land Use Element recognizes the continuing need to maintain a high level of control over the development review process in order to achieve the highest quality development. An important element of quality development is the City's commitment to an urban design concept and the wherewithal to stick to an urban design theme long enough to impact the community and give it a unique sense of place. Through the Site Plan and Design Review process the City has identified and repeated certain design elements that help give it a unique sense of place including the following:

- Pyramid roof elements on commercial buildings.
- Smooth finish stucco exterior on commercial buildings.
- Square archways instead of curved archways on commercial buildings.
- Multi-tone paint exteriors with dark color base banding on commercial buildings.
- Opposing image buildings (Office Depot at Willow & Redondo and industrial buildings at Gundry Avenue north of Willow Street).
- Denni mansion theme walls (Hilltop parks & trails and Promontory residential) Cherry Avenue wall, stucco pilasters and over-size wrought iron (along Cherry Avenue. Also found at the gate at the end of Junipero Avenue).
- High quality landscaping and oilfield landscaping.
- Distinctive "Hill Swoosh" logo City entry signs.
- City Hall & Community Center oil patch.
- City history photo collection.
- City Hall deco architecture (Community Center and Signal Hill Storage on PCH).

- Meandering sidewalks (Town Center and Bixby Ridge). In addition to quality design, quality development requires that the City remains committed to its plan review and inspection during construction to assure long lasting beauty and durability of the built environment.

Quality development also includes development of high quality public works infrastructures including power, communications, sewer, water, storm drains, street improvements, trees, lighting, and landscaping. Moreover, providing quality development entails the provision of high quality community services including the following: parks, trails, libraries, community and police services. New development must contribute its fair share to the design, development and maintenance of these facilities and services.

The City has attempted to improve the appearance of new development projects by requiring that overhead utilities be placed underground when technically feasible. Unfortunately, it is too expensive to bury high voltage lines (16 Kilowatts and above) that crisscross the City, and utility funding (Rule 20A) for undergrounding existing utility systems is increasingly limited.

Revitalize Older Commercial and Industrial Areas

During the past planning period, the Land Use Element established goals for the improvement of the appearance of the oil field and recommended a move away from heavy industrial uses, especially refining activities. Perhaps the most striking visual change in the City in recent years is the dramatic change of the oil field as a result of the adoption of the Signal Hill Oil Code in 1986. The City mandated that the oil operators paint all pumping units and tanks and plant five trees and seven shrubs for each pumping unit and tank. Drought tolerant trees and plants were selected for landscaping the oilfield because many oil field areas lacked water for irrigation. As the landscaping has matured, it has transformed the appearance of the oilfield and the City into a garden like environment.

Further revitalization of the heavy industrial areas occurred as a result of market conditions unfavorable to refining activities and City code enforcement efforts. During the past planning period, the last of the petroleum refineries where dismantled including Eco refinery, Enviropur (formerly PRC), and Chemoil (formerly McMillian) refinery. In addition, the Redevelopment Agency's development of the Signal Hill Auto Center contributed to the replacement of two large auto junkyards, numerous oil field equipment storage businesses, and two large petroleum tank farms.

Notwithstanding these changes, the unique character of Signal Hill remains entwined with ongoing oil field activity, diversity of land uses and the variety of architectural styles found in the City. The desire to preserve the character of Signal Hill must be weighed against the desire to transform the City into a more attractive community. In 1999, the City addressed the unattractive storage yard issue in one area of the City. The Orange Avenue Improvement Program and implementation ordinance required that property

owners of existing storage yards located along Orange Avenue construct screen fences and plant landscaping. It also included incentives designed to encourage the Orange Avenue property owners to improve their properties, including City funded street improvements and a relaxation of building setback and right-of-way dedication requirements. Expansion of the Orange Avenue Improvement Program is recommended to include the remaining storage yards throughout the City.

Large truck traffic and the port related need for shipping container and truck storage facilities is a growing concern for planners in the greater Signal Hill area. The Land Use Element recommends against the establishment or expansion of large truck facilities and truck transportation related storage facilities.

Revitalize Older Residential Areas

The community takes pride in its limited examples of historic dwellings and places. Residents and visitors alike admire the City Hall and its collection of historic photographs. The City has encouraged individual efforts to preserve historic structures, collected photographs and preserved oral histories from seniors who were once active in the oil field and civic affairs. The Land Use Element recognizes the growing interest in the community to identify and promote the restoration and preservation of historic dwellings and the documentation of Signal Hill's colorful past through oral histories and photographs.

Special attention should be placed on older residential neighborhoods that need maintenance and upgrading to continue to provide safe and attractive living accommodations for the residents. The Land Use Element encourages renovation of existing dwellings when feasible and the replacement of obsolete structures when necessary.

Diversify the City's Economic Base

The City relies heavily on retail sales taxes to provide public services. While retail sales from the Signal Hill Auto Center and Town Center big box retail stores have consistently increased, these sources of retail sales tax revenues are subject to economic cycles. It is increasingly difficult for cities to respond to growth pressures, state and federal mandates and the demands of community interests. The Land Use Element encourages the continued growth of the Town Center and Auto Center, and looks to other areas and sales tax opportunities like business-to business sales to further growth and diversification of the retail sales tax base. Historically, the City has not relied on the oil industry as a revenue source. Currently, the City receives less than ten percent of its revenue from oil barrel taxes, oil business license taxes and well and tank permit fees. Moreover, the City must maintain a staff to enforce the Signal Hill Oil Code and respond to citizens' issues and concerns about ongoing oil field activities including

noise, odors, and community disruption. The Land Use Element recommends continued proactive enforcement of the Signal Hill Oil Code in order to minimize the negative effects of the interactions of oil field activities and other urban uses.

Address Incompatible Land Uses

Incompatible land uses exist in several Signal Hill neighborhoods. Such uses, known as nonconforming uses, may have negative impacts on the neighborhood especially residential neighborhoods and sensitive land uses like schools and medical facilities. The City decided against the amortization of nonconforming uses in 1988 and amended the Nonconforming Uses Ordinance to allow the continuation of certain nonconforming land uses including industrial uses in residential districts. Over time, new development has replaced many nonconforming uses, but the successive re-use of nonconforming buildings, some of which are in excellent repair and continue as profitable rental properties, remains a difficult problem for the City.

Maintain Adequate Public Facilities and Services

During the past planning period, the City has greatly improved its public works facilities and system of parks and trails discussed in more detail in the corresponding General Plan elements. It has greatly expanded community services including day care, recreation and library services to the community. The City's policy requires that residential, commercial and industrial developers pay a fair share for capital improvements that benefit their projects and the community. However, the ongoing maintenance of these facilities and the costs of providing community services remain a major fiscal challenge for the City. When possible the City encourages that new developments establish homeowner's association to maintain landscaping, private streets and other neighborhood amenities. Security is also an issue for both residential and commercial neighborhoods where gated neighborhoods and private security services can help relieve public policing costs.

Flooding

The former Pacific Electric Railroad right-of-way along the southerly boundary of the City may be subject to inundation during a major flood event according to official federal flood hazard maps. Localized flooding may occur in low-lying areas where there are no existing flood control facilities. Such facilities are installed concurrent with new development or as part of the City's capital improvement program.

Storm Water Pollution

The City's storm water drains into the Pacific Ocean. Accordingly, all grading and development activity must include storm water pollution protection as a primary

consideration in order to protect ocean water quality. The type, location and intensity of new development must be controlled by effective storm water management and protection measures. The City may benefit from two major retention basins located in vicinity of Signal Hill, Hamilton Bowl located at Walnut and 20th Street and the California Bowl located near the intersection of Orange Avenue and Spring Street. These facilities are viewed as major resources in devising solutions to storm water run-off issues including contamination and water borne trash.

Schools

One major issue for the City is whether to form a school district separate from the Long Beach Unified School District. The City will soon decide this issue because the District has been unresponsive to the City's concerns about education, the concentration of elementary schools in Signal Hill, and the conversion of neighborhood schools into schools serving larger regions of the District. The future use of the Academy property on the southwest corner of Cherry Avenue and 20th Street is of interest to the City because full development of the property may impact the Civic Center Neighborhood. Likewise the City has interest in the District's plan for its ten-acre property at the southeast corner of Obispo Avenue and Hill Street.

V Growth Concept

The year 2010 growth concept builds upon the "moderate" growth alternative adopted in the 1986 Comprehensive General Plan and 1989 Land Use and Housing Element Updates. The moderate growth alternative provides the basis for updating the General Plan and developing goals and policies. Table 6 displays the 1989 moderate growth alternative, actual growth during the past planning period, and predicted growth for four land use categories; residential (population), commercial (retail), industrial and quasi-public (parks). The purpose of reviewing growth alternatives is to establish a framework for decision making related to allocation of land use designations on the land use map in order to provide a desirable distribution and adequate opportunities to accommodate the moderate growth alternative.

Table 6 - Growth Concept

	1986 - Buildout 1986/89 General Plan Land Use Element*	1986 - 2000	2001 - 2025 2001 General Plan Land Use Element	2025 - Buildout
Residential				
Forecast dwelling units:	1,304		867	100
Actual dwelling units:		216		
City total dwelling units:	3,586 (1985)	3,802 (2000)	4,669	4,769
Population				
Forecast total persons:	10,070		10,062	11,286
Actual total persons:		9,247		
Industrial/Commercial				
Forecast sq. ft added /year	176,417		100,880	50,000
Actual sq. ft. /year added		104,624**		
City total building sq. ft:	941,649****	1,464,769	3,986,769***	

Source: Community Development Department 2001
*Moderate Growth Alternative "B" adopted as the preferred growth plan 1986 & 1989
** Actual 106 buildings commercial and industrial 1,464,769 sq. ft. total
***Capacity analysis assumes 45% lot coverage of vacant land analysis of air photos 2000.
****Estimated commercial and Industrial in 1985

Table 7 Residential Sites & Parks

Neighborhood	Residential Capacity of Vacant Sites Currently Zoned for Residential Development	Park Acres	
North End	16	Reservoir	2.78
West Side	16	Westside *	0.75
Civic Center		Reingardt	0.50
Crescent Heights	35	Signal Hill.....	10.07
Rose/Creston	40		
TCW Senior	152	-	
Hilltop	464	Hilltop	3.18
		Sunset View	0.50
		Discovery Well	4.58
		Panorama Trail	2.34
		Developer Trails	1.71
Southeast	120	Hillbrook Park	0.54
		Southeast Park	0.41
Spring/ Atlantic	-0-	-0-	
Totals:	867 dwelling units	27.36 acres	

VI Land Use Map

The Land Use Map (Figure 3) displays the general pattern and boundaries of land use designations, but does not specify the timing or phasing of future development which is a function of the marketplace. A meandering line is intentionally used to show boundaries between land use designations. The Land Use Map is a general guide to the amount of land and the boundaries of land use types, but should not be substituted for the Zoning Map. Table 8 displays the general land use distribution, acres in each land use category including streets and highways, and the percentage of the total city in each category.

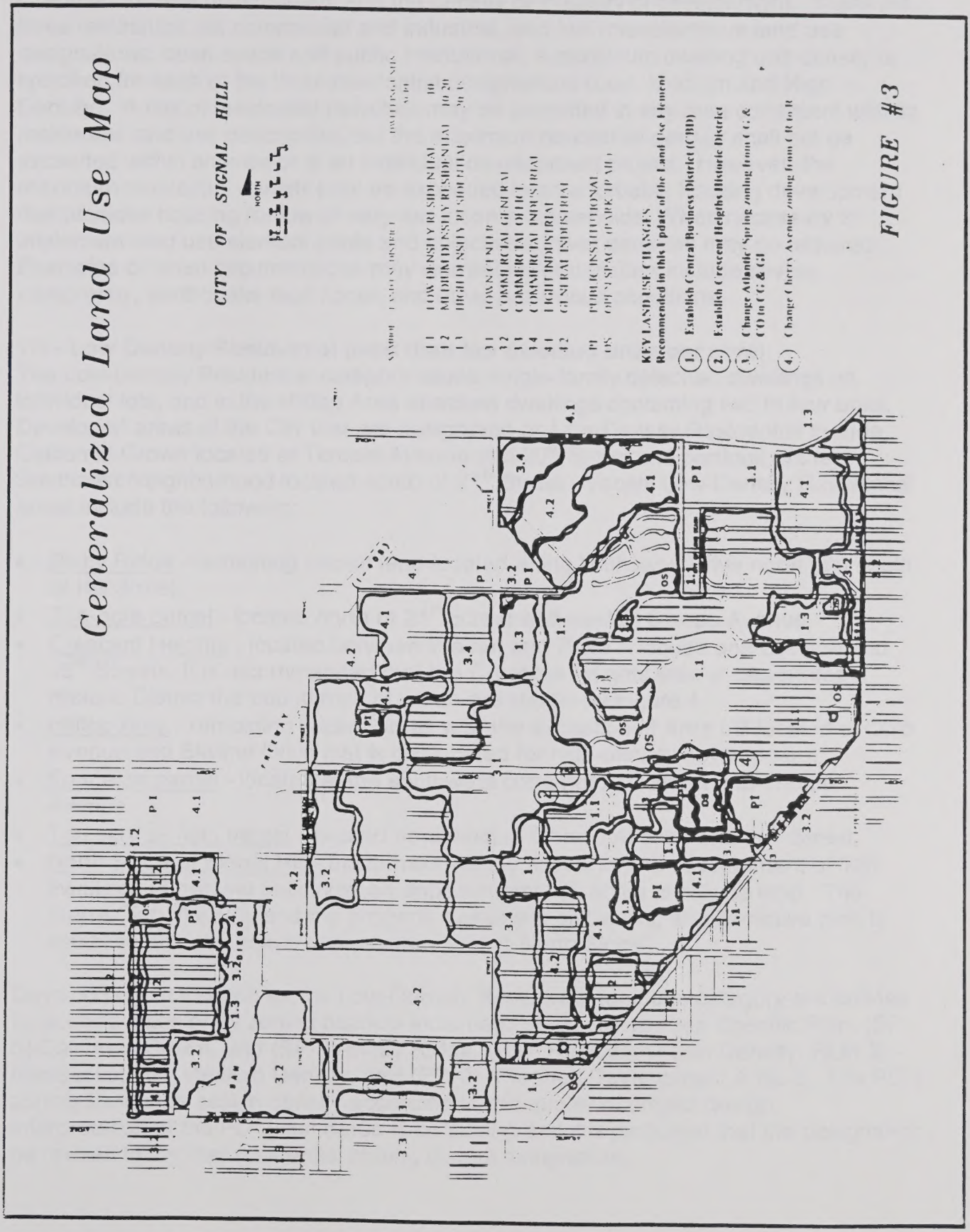
Table 8 - Land Use Distribution

Land Use & Density	Area	Zoning	Specific Plans/ Use
1.1 Low Density Residential (< 10 du/ac)	350 acres 24% of city	RL RLM-1 PD-2	SP- 2 Hilltop Area SP- 5 California Crown SP- 9 Bixby Ridge SP-11 Crescent Heights*
1.2 Med. Density Residential (10 - 20 du/ac)	68 acres 5% of city	RLM-2 CR	SP- 8 Signal Hill Village Retail & Residential
1.3 High Density Residential (21 - 35 du/ac)	84 acres 6% of city	RH	SP-2 Area B-1 of Hilltop SP-7 Special Purpose House
3.1 Town Center	87 acres 6% of city	CTC	SP-1 Town Center SP-3 Town Center West SP-6 Commercial Corridor SP-12 Cent. Business Dist.
3.2 Commercial General	179 acres 13% of city	CG	SP- 4 Auto Center SP- 6 Home Depot SP-10 Pacific Coast Hwy.
3.3 Commercial Office	25 acres 2% of city	CO	
3.4 Commercial Industrial	151 acres 11% of city	CITY	Light Industrial & Retail
4.1 Light Industrial	195 acres 14% of city	LI	Light Industrial
4.2 General Industrial	192 acres 14% of city	GI	General Industrial
PI Public Institutional	35 acres 3% of city	PI	School, Civic Center, City Yard, Public Buildings/Utilities
OS Open Space	24 acres 2% of city	OS	Parks & Trails

Totals: 1,390 acres/2.17 sq. miles

Summary: Residential 35%, Commercial 21%, Industrial 39%,Park/Public Institutional 5%

Figure 3 - Land Use Map



The following text describes the purpose of the land use designations, the intended character for new development and the density or intensity of development. There are three residential, six commercial and industrial, and two miscellaneous land use designations; open space and public institutional. A maximum dwelling unit density is specified for each of the three residential designations (Low, Medium and High Density). A mix of residential densities may be permitted in any area consistent with its residential land use description, but the maximum residential density shall not be exceeded within an area or in an individual development project. However, the maximum residential density may be exceeded in an affordable housing development that provides housing for low or very-low income households. When necessary to implement land use element goals and objectives, lower densities may be required. Examples of when circumstances may warrant lower densities include severe topography, earthquake fault zones and other hazardous conditions.

1.1 - Low Density Residential (less than ten dwelling units per acre)
The Low-Density Residential category allows single-family detached dwellings on individual lots, and in the Hilltop Area attached dwellings containing two to four units. Developed areas of the City that are designated as Low-Density Residential include California Crown located at Temple Avenue and 20th Street and portions of the Southeast Neighborhood located south of 21st Street. Vacant Low-Density Residential areas include the following:

- Bixby Ridge - remaining vacant land located along Hathaway Drive north and south of Hill Street.
- Ten-acre parcel - located north of 21st Street and west of Obispo Avenue.
- Crescent Heights - located between Walnut and Rose Avenues and Creston and 25th Streets. It is recommended that the Crescent Heights area is designated a Historic District the boundaries of which are shown on Figure 4.
- Hilltop Area - remaining vacant areas with the exception of Area I-B located at Ohio Avenue and Skyline Drive that is designated for high-density development.
- Four acre parcel - located at the southwest corner of 21st Street and Temple Avenue.
- Ten acre oil field parcel - located northwest of Obispo Avenue and 20th Street.
- North Slope of Signal Hill - the current zoning allows for the development of 120 dwellings (4 per unit buildings) on approximately 35 acres of hillside land. The Sierra Club, the City and the property owner are discussing an alternative plan to establish an open space conservancy on the North Slope.

Development standards for the Low-Density Residential land use category are defined by specific plans or by zoning districts including:(SP-2)-Hilltop Area Specific Plan, (SP-5)-California Crown, and (SP-9)-Bixby Ridge, (RL)- Residential Low Density, RLM-2) - Residential Low Medium Density, and (PD-2)- Planned Development Area-2. The PD-2 zoning standards assign density according to the quality of project design. Interpretation of the PD-2 standards is confusing and it is proposed that the designation be revised to another residential zoning district designation.

1.2 - Medium Density Residential (10 - 20 dwelling units per acre)
The Medium-Residential Density land use category includes most land in the North End and West Side Neighborhoods that are largely developed with a mix of lower density single family detached dwellings and medium density multi-family development. Vacant Medium-Residential Density land is found scattered among existing developed parcels. New development may include single-family detached or attached duplex development on lots zoned RLM-2 Residential Low Medium-2.

1.3 - High Density Residential (20 - 35 dwellings per acre)
The High-Density Residential land use category provides opportunities for multi-family development including multi-story condominiums and apartments. The High-Density Residential areas are located in the Civic Center, West Side and Hilltop Neighborhoods where there are existing high-density residential developments. Vacant land within this category are located in the Hilltop Area 1-B and the senior housing site in the Town Center West located at the northeast corner of Walnut Avenue and 25th Street. High-density affordable housing in any configuration may be permitted subject to the Special Purpose Housing Specific Plan.

The Commercial Land Use Categories remain unchanged from the 1989-land use plan except that the Mixed Use category is deleted along Cherry Avenue between the City boundary south of 19th Street and 21st Street. The Mixed Use designation is inappropriate for the Alvarado School on the west side of Cherry Avenue designated in this plan as Public Institutional. The remaining parcels along the east side of Cherry Avenue are designated 1.1 Low-Density Residential consistent with the adjacent Southeast Neighborhood.

3.1 - Town Center
The Town Center land use category is the commercial core of the City generally located at the intersection of Cherry Avenue and Willow Street. The Town Center category provides opportunity for large-scale retail stores, offices, entertainment and dinning as well as neighborhood shopping centers. Vacant parcels include Town Center North located at the northeast corner of Walnut Avenue and Willow Street and a two acre site on the northwest corner, and the proposed Central Business District bounded by Cherry and Gardena/Rose Avenues and Creston and 25th Streets. New development in the Town Center is guided by existing Town Center East and the Commercial Corridor Specific Plans and by the Willow/Spring/Cherry Landscape Overlay District. These plans and design guidelines promote orderly development, compatible land uses and cohesive design primarily through the design review procedure including architecture, landscape and sign plan review. It is recommended that the City prepare a Heritage Square/ Central Business District specific plan for the Town Center area between 25th and Creston Streets and Cherry Avenue west to midway between Rose and Gaviota Avenue. Figure 4 displays the proposed boundaries of the proposed specific plan(s) for the Heritage Square/ Central Business District and also the Crescent Heights Historic District.

The Heritage Square/ Central Business District (CBD) is envisioned as a high intensity mixed-use development that may include the following land uses; retail shops, entertainment, fitness center, eateries including fine dining and outdoor dining and professional or business offices. High density residential condominium flats or lofts may be part of comprehensively designed CBD project that provides as part of the residential development project public amenities such as a town square, park or public viewing area. In lieu of development of a museum facility it is recommended that public and private spaces incorporate art, photographs and artifacts that portray Signal Hill's oil field history. The CBD should serve the community as a venue for socializing, shopping, dining, and recreating in a high quality view-oriented urban environment.

3.2 - Commercial General

The Commercial General land use category is characterized by a variety of miscellaneous retail and commercial service land uses including retail sales, automotive repair, restaurants, offices, day care, nursery, technical schools and convenience stores. The Commercial General areas are located along major arterial highways including Wardlow Road (where the City of Long Beach controls the frontage, zoning and business licensing), Willow Street between Atlantic and California Avenues, Spring Street between Atlantic and California Avenues, and the Target shopping center located in the North End neighborhood at 33rd Street and California Avenue. Vacant land and potential development opportunities include the northeast corner of Spring Street and Atlantic Avenue where Home Depot is proposing to develop a new shopping center, the Auto Center, and the Target shopping center.

3.3 - Commercial Office

The Commercial Office land use category provides for the development of professional offices and related supportive retail and service commercial uses. Offices permitted by this category include finance, insurance, architecture, engineering, real estate, business support services and medical or dental. Support commercial services may include hotels, medical laboratories, research facilities, clinics, restaurants and delis, retail drug stores and copy centers. Vacant Commercial Office land is located along Atlantic Avenue north of Willow Street and on Walnut Avenue north of 21st Street. New development in the Atlantic Avenue Commercial Office area should compliment existing large scale medical offices including but not limited to professional or medical office in mid to high-rise structures, hotels, medical laboratories and research facilities, clinics and medical supply facilities and related retail and service uses. The Commercial Office area located on Walnut Avenue south of Hill Street may provide opportunity for the enlargement of the adjacent existing office complex.

3.4 - Commercial Industrial

The Commercial Industrial category is intended to accommodate a combination of retail and light industrial uses. The designation applies to areas located along Willow Street and Cherry Avenue. The Commercial Industrial designation allows for mixed-use types of businesses such as manufacturing with retail sales of the manufactured product or

warehousing with limited retail sales. Because the typical buildings in the Commercial Industrial category are designed and parked for light industrial use the appropriate uses should not overburden limited parking in the area, but should compliment the retail business along Willow Street and Cherry Avenue. Likewise, heavy industrial uses are not encouraged in the Commercial Industrial category.

4.1 - Light Industrial

The Light Industrial land use category is designed to accommodate a variety of light industrial uses which are nonpolluting and which can coexist with surrounding commercial and residential uses. Permitted uses shall include, but are not limited to, research and development, assembly, general offices, light manufacturing not involving excessive noise, vibrations, odors, dust or hazardous materials. Uses permitted in the Light Industrial category include limited warehouse and distribution uses of finished products but not transportation, storage or shipping uses involving fleets of large size (tractor trailer) trucks. Support commercial services like delicatessens and other eateries are allowed provided there is adequate parking. The light industrial category is not intended for cargo container storage, fleet storage of buses, tractor-trailer size trucks, large scale recycling, tow-truck impound yards and auto body repair or painting businesses.

Development in the Light Industrial areas should compliment the existing modern industrial park development with landscaped setbacks orderly parking lots, and high quality design buildings. When light industrial development abuts commercial or residential development special buffering or wall treatments should be incorporated into the design to minimize incompatibilities.

4.2 - General Industrial

The General Industrial land use category provides opportunities for heavy industrial uses that can coexist with adjacent light industrial and commercial development. A variety of manufacturing, machine shop, auto repair (excluding auto body and paint), warehousing and distribution, assembly, outdoor storage uses, lumber yard, roofing yard, etc. The general industrial category may include heavy industrial uses subject to conditional use permit approval such as, but not limited to large recycling centers, hazardous waste management facilities, concrete ready mix plants, outdoor storage yards, oil field service equipment storage yards, lumber yards, contractors' storage yards and manufacturing and assembly. Conditionally permitted uses shall be required to demonstrate that they can operate safely and compatibly with surrounding existing and planned land uses and that they can mitigate environmental impacts including, but not limited to; noise, vibration, smoke, odor, dust, glare, radiation or other environmental impacts. Certain heavy industrial uses are not be permitted including petroleum refining, bulk storage of petroleum products, waste water treatment, bulk storage or processing, cargo container storage yard, tractor-trailer size truck storage yard, transportation vehicle storage yard or repair facility, auto body shop with or without painting, forge or foundry, raw materials processing, and meat, fish or poultry

processing. The evaluation of conditionally permitted land uses in the General Industrial area shall consider how well the proposal addresses the aesthetic impacts on the surrounding community by incorporating landscaping, high quality architecture and setbacks into the site design.

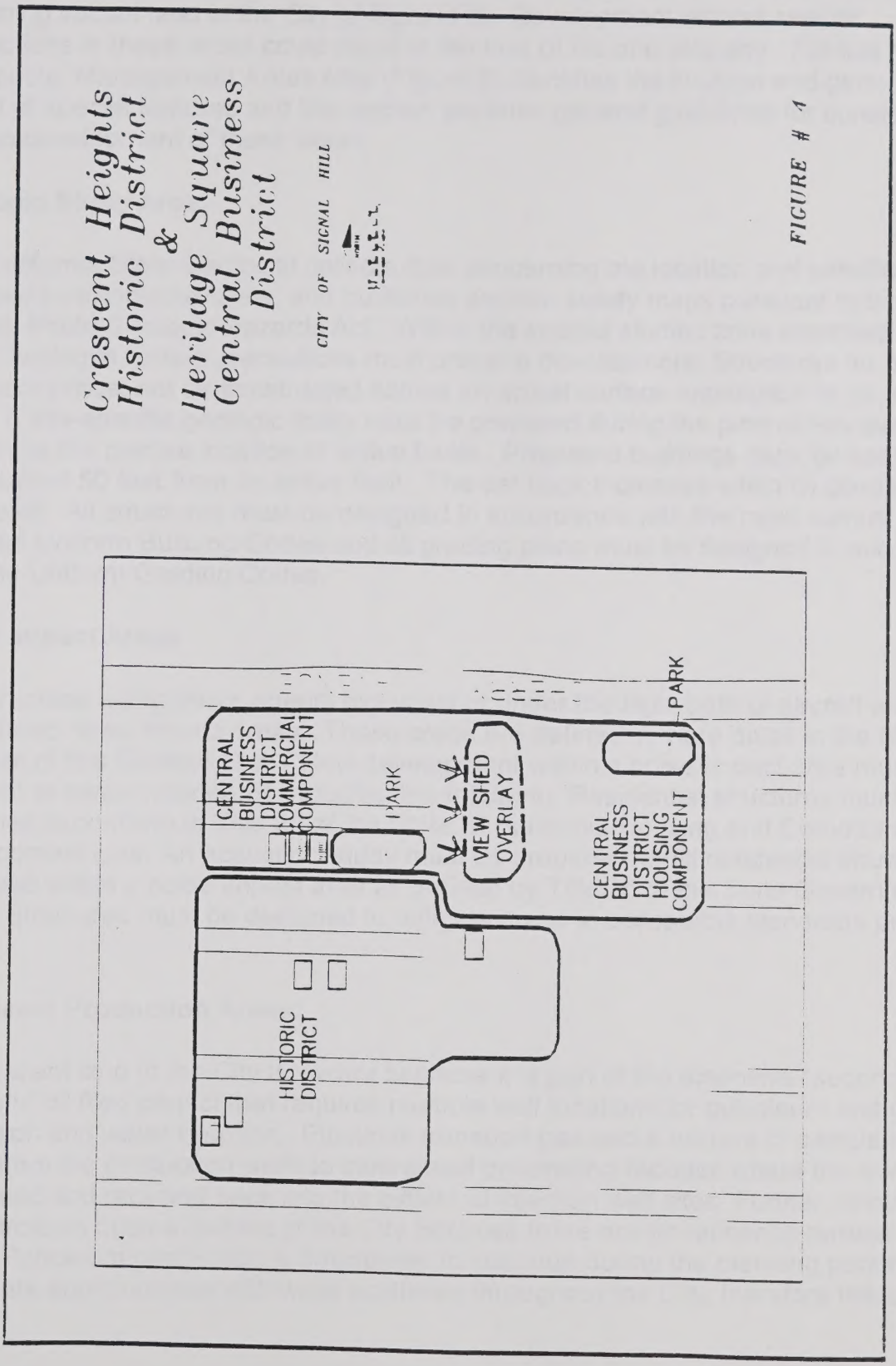
OS - Open Space

The Open Space category includes public parks, trails and privately owned trails/enhanced walkways when the general public has access to the use of the trail/enhanced walkway recorded as a pedestrian easement. The 1986 General Plan combined a discussion of Open Space and Conservation into one Environmental Resources element. In 1989, the City adopted a Parks and Recreation Master Plan and incorporated that document into the General Plan by reference. The Parks and Recreation Master Plan was revisited in 1998 and its goals and objectives reaffirmed as still relevant. A 2000 Community Needs Assessment also supported the Master Plan concepts and also recommended establishing the PI - Public Institutional land use designation for schools and non-recreation public facilities.

PI - Public Institutional

The Public Institutional land use category is for public school sites; institutions, utility facilities and public buildings formerly included in the open space land use category. The intent of the Public Institutional category is to improve the open space calculation that was overstated in previous general plans. There are four existing school sites within the City far more than necessary to serve the neighborhood populations in vicinity of the schools. New Public Institutional development should reflect the public interest in high quality durable architecture and landscaping to compliment existing surrounding development.

Figure 4 Historic/ CBD



VII Special Management Areas Map

Natural and man-made environmental features will impact the ultimate use of the remaining vacant land in the City of Signal Hill. Development without special precautions in these areas could result in the loss of life and property. For this reason, the Special Management Areas Map (Figure 5) identifies the location and general extent of special features and this section provides general guidelines for consideration prior to development of these areas.

Geologic Study Area

The California State Geologist collects data concerning the location and sensitivity of the state's earthquake faults, and publishes seismic safety maps pursuant to the Alquist- Priolo Geologic Hazards Act. Within the special studies zone identified by the State Geologist certain precautions must precede development: Structures for human occupancy must not be constructed across an actual surface expression of an active fault. A site-specific geologic study must be prepared during the plan review period to determine the precise location of active faults. Proposed buildings must be set back a minimum of 50 feet from an active fault. The set back increases when fill conditions are proposed. All structures must be designed in accordance with the most current adopted Uniform Building Codes and all grading plans must be designed in accordance with the Uniform Grading Codes.

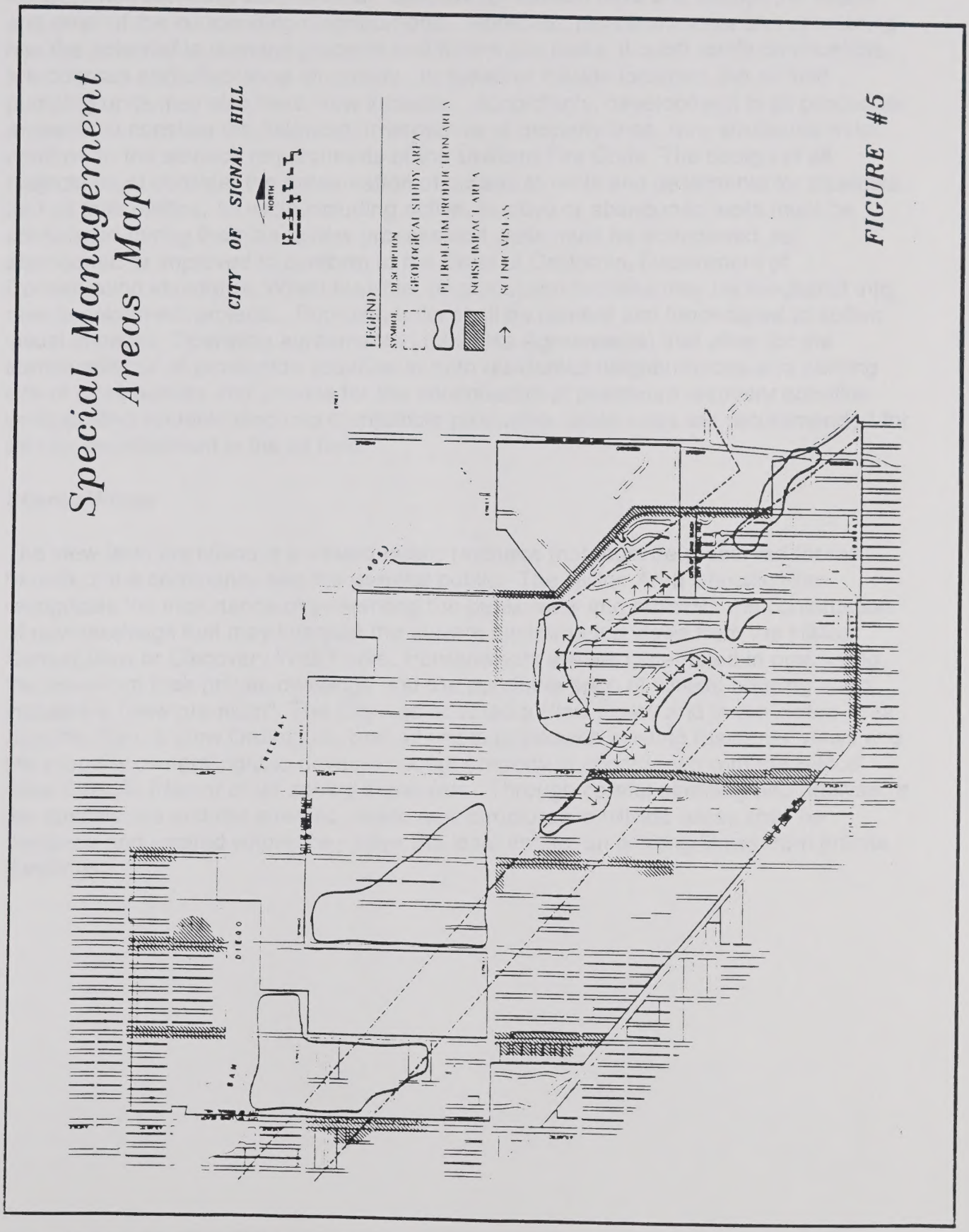
Noise Impact Areas

Certain areas along major arterial highways or under the flight path of aircraft are considered noise impact areas. These areas are defined in more detail in the Noise Element of this General Plan. New development within a noise impact area must conform to certain standards including the following: Residential structures must be designed to conform to Title 25 of the State of California Housing and Community Development Law. An acoustical study must be prepared for all residential structures proposed within a noise impact area as defined by Title 25 of the State Government Code. Structures must be designed to mitigate noise to acceptable standards per Title 25.

Petroleum Production Areas

Most vacant land in the City is vacant because it is part of the extensive "secondary recovery" oil filed project that requires multiple well locations for petroleum and gas extraction and water injection. Pipelines transport gas and a mixture of petroleum and water from the production wells to centralized processing facilities where the water is separated and recycled back into the oilfield at injection well sites. Further refining of the petroleum occurs outside of the City because there are no refineries remaining in town. Petroleum production is anticipated to continue during the planning period. There are approximately 485 wells scattered throughout the City, therefore there is

Figure 5 - Special Management Areas Map



increasingly potential for conflict between oil production activities and other urban uses. Periodic well servicing activities may continue for several days and disrupt the peace and quiet of the surrounding neighborhood. Moreover, petroleum spills and splattering has the potential to damage property and furtive gas leaks, though rarely combustible, are odorous and affect local air quality. In sensitive hillside locations the oil field pumping units may also have view impacts. Accordingly, development in oil production areas must consider the following: Irrespective of property lines, new structures must conform to the setback requirements of the Uniform Fire Code. The design of all projects must consider the preservation of access to wells and easements for pipelines and oil field utilities. All wells including active, inactive or abandoned wells must be considered during the plan review process and wells must be abandoned, re-abandoned or improved to conform to the State of California, Department of Conservation standards. When feasible, oil production facilities may be integrated into new development projects. Pumping units shall be painted and landscaped to soften visual impacts. Operating agreements (Joint Use Agreements) that allow for the continuation of oil production activities in both residential neighborhoods and parking lots of retail centers and provide for the continuation of petroleum recovery activities while putting valuable land into compatible productive urban uses are recommended for all new development in the oil field.

Scenic Vistas

The view from the hilltop is a valued public resource that must be preserved for the benefit of the community and the general public. The Hilltop Area Specific Plan recognizes the importance of preserving the public view and prohibits the construction of new dwellings that may interrupt the current unobstructed views from the Hilltop, Sunset View or Discovery Well Parks. Homeowners are also interested in preserving the view from their private dwellings and the purchase price of hillside housing often includes a "view premium". The City has adopted a View Policy and in the Hilltop Area Specific Plan, a View Ordinance, that attempts to balance existing residents' views and the property owners' right to develop vacant property in accordance with the Hilltop Area Specific Plan or other zoning standards. Through careful planning and analysis of the specific site and the affected views, new structures in hillside areas shall be designed and located where they have the least impact on existing views from private dwellings.

VIII Goals and Policies

Signal Hill residents, businesspersons and community leaders success in preserving the community's character and the features that make Signal Hill such a desirable place to live and do business has required a thoughtful approach to the land use decision making process. The community has worked diligently to create a clear sense of priorities and direction expressed here as Signal Hill's land use goals and policies.

GOAL 1 - Manage growth to achieve a well-balanced land use pattern that accommodates existing and future needs for housing, commercial and industrial land, open space, and community facilities and services, while maintaining a healthy, diversified economy adequate to provide future City revenues. Goal 1 expresses the community desire to continue with a managed growth scenario to provide development opportunities for a variety of urban uses so long as the combination of land uses includes new or expanded revenue streams that support the public infrastructure and services needed for a growing community.

GOAL 2 - Ensure that new development is consistent with the City's circulation system, availability of public facilities, existing development constraints, and the City's unique characteristics and natural resources. Goal 2 expresses the importance of the interrelationship between all of the General Plan elements and recognizes limitations on growth may be necessary due to the capacity of the circulation system and other public facilities or development constraints including natural conditions like the earthquake fault zone or steep slopes.

GOAL 3 - Assure a safe, healthy, and aesthetically pleasing community for residents and businesses. Goal 3 recognizes that the community values public safety through design and support of police services, the importance of a healthy environment through building and safety codes, heath and fire and pollution regulation, and an aesthetically pleasing environment through site plan and design review and landscaping standards and the maintenance of private and public lands and facilities.

GOAL 4 - Ensure that future land use decisions are the result of sound and comprehensive planning. Goal 4 states the community's intent to be actively involved in the planning process including regional planning issues. Public participation in the development review process is encouraged and facilitated through community workshops and public hearings. Public officials participate in regional planning through the Gateway Council of Governments and the Southern California Association of Governments and professional organizations that promote regional solutions to local issues.

The four land use goals are restated below and given greater clarity through policy statements designed to further explain the goal and facilitate and support future decisions that will be made during the development review process. The policies are used to support staff recommendations for or against future development related decisions.

GOAL 1-Manage growth to achieve a well-balanced land use pattern that accommodates existing and future needs for housing, commercial and industrial land, open space, and community facilities and services, while maintaining a healthy, diversified economy adequate to provide future City revenues.

Policy 1.1 - Encourage and manage growth in order to accommodate year 2010 moderate growth population, household and employment projections.

Policy 1.2. - Provide opportunities for a variety of residential densities and housing styles.

Policy 1.3 - Support the maintenance of residential areas and encourage in-fill of vacant lots close to transportation, municipal facilities, and shopping opportunities.

Policy 1.4 - Provide for density bonuses, which exceed maximum densities specified in the land use plan and classification system, for development projects for low and very-low income or "special need" households in low, medium, and high-density land use classifications.

Policy 1.5 - The distribution and intensity of land uses shall be consistent with the land use map and descriptions for each of the land use categories in Section VI of the Land Use Element.

Policy 1.6 - Ensure an adequate supply of commercial and industrial land for potential commercial and industrial expansion and development.

Policy 1.7 - Broaden the City's tax base by attracting commercial and industrial development to the City which will provide economic and employment benefits to the community while ensuring compatibility with other general plan goals and policies.

Policy 1.8 - Focus major commercial activity into economically viable and attractive centers. Concentrate retail, office, and complimentary uses in or near the City's Town Center. Support the Spring Street corridor as secondary commercial location.

Policy 1.9 - Provide incentives to encourage lot consolidations and large parcel land assemblage to provide expanded opportunities for coordinated development and redevelopment.

Policy 1.10 - Discourage the expansion of industries, which by their nature produce noise, odors, dust, traffic, and air pollution, which pose a risk to human health or the environment.

Policy 1.11 - Encourage a wide range of responsive and accessible public facilities and community services, including fire and police protection, library and educational, cultural and recreational opportunities, and other municipal services.

Policy 1.12 - Increase the amount and improve the network of public and private open space areas for active or passive recreation.

Policy 1.13 - Encourage landowners to contribute land and facilities to the City, which add to its beauty, convenience, amenities and cultural enrichment.

GOAL 2 - Ensure that new development is consistent with the City's circulation system, availability of public facilities, existing development constraints, and the City's unique characteristics and natural resources

Policy 2.1 - Coordinate and monitor the intensity and impact of land uses in Signal Hill and Long Beach on the City's existing transportation and circulation systems so that they are able to provide for the efficient movement of people and goods with the least interference.

Policy 2.2 - Preserve the integrity of hillside areas through low-density development, regulating the maximum intensity of development through a specific plan review process.

Policy 2.3 - Protect scenic vistas from public areas with special attention given to vistas adjacent to Panorama Drive, south of Skyline Drive and west of Stanley Avenue.

Policy 2.4 - Regulate development in identifiable hazardous areas as shown on the Special Management Areas Map or in areas that are environmentally sensitive.

Policy 2.5 - Ensure an orderly extension of essential services and facilities and preservation of a free-flowing circulation system, by requiring the provision of essential services and facilities at the developer's cost where these systems do not exist or are not already part of the City's financed annual Capital Improvement Program.

Policy 2.6 - Encourage the development of oil field areas through the removal or relocation of wells and pipelines, or with site plan designs that encourage the joint use of land for oil production and other urban uses while maintaining essential access to petroleum resources.

GOAL 3 - Assure a safe, healthy, and aesthetically pleasing community for residents and businesses.

Policy 3.1 - Mitigate traffic congestion and unacceptable levels of noise, odors, dust, and glare which affect residential areas and sensitive receptors.

Policy 3.2 - Enhance the interface between existing and future development and oil production activities to protect the access to the resource while mitigating adverse impacts of oil field operations within an urban area.

Policy 3.3 - Ensure a sensitive transition between commercial or industrial uses and residential uses by means of such techniques as buffering, landscaping, and setbacks.

Policy 3.4 - Promote mixed-use development and ensure compatible integration of adjacent uses to minimize conflicts.

Policy 3.5 - Encourage the elimination of nonconforming uses and buildings and limit the reuse of nonconforming buildings to less intensive uses more compatible with the underlying zoning.

Policy 3.6 - Provide for undesirable or hazardous commercial or industrial uses while avoiding concentrating those uses in close proximity to schools or residential neighborhoods, and ensure adequate monitoring of those uses, which involve hazardous materials to avoid industrial accidents, chemical spills, fire, and explosions.

Policy 3.7 - Maintain and enhance the quality of residential neighborhoods.

Policy 3.8.-.Promote the rehabilitation, revitalization, or replacement of deteriorating residential properties, if necessary, without threatening the security and comfort of residents.

Policy 3.9 - Safeguard residential neighborhoods from intrusion by nonconforming and disruptive uses.

Policy 3.10 - Encourage the revitalization and redevelopment of older commercial and industrial areas.

Policy 3.11 - Maintain and improve, where necessary, the City's infrastructure and facilities.

Policy 3.12 - Encourage and promote high quality design and physical appearance in all development projects.

Policy 3.13 - Reinforce Signal Hill's image and community identity within the greater Long Beach Metropolitan area.

Policy 3.14 - Preserve and enhance the City's special residential character by encouraging the preservation, renovation and relocation of historic structures in low intensity residential development and a harmonious blending of buildings and landscape.

Policy 3.15 - Improve the image of major highways by use of landscaping, lighting, graphics, and/or other streetscape treatments.

Policy 3.16 - Review and revise, as necessary, the City's development standards to improve the quality of new development and protect the public health and safety.

Policy 3.17 - Promote "smart growth" principles that encourage development that is economically viable, creates a sense of community, and preserves natural resources. Smart growth includes narrower streets, mixed uses, smaller setbacks, open spaces, habitat preserves and parks, infill development and compact commercial centers, and the reuse of brownfields.

Policy 3.18 - Minimize the impacts of storm water runoff to the maximum extent practicable, on the biology, water quality and integrity of natural drainage systems and water bodies

Policy 3.19 - Maximize to the extent practicable, the percentage of permeable surfaces to allow more percolation of storm water runoff into the ground

Policy 3.20 - Minimize to the extent practicable, the amount of storm water directed to impermeable areas and to the municipal separate storm water system. Build storm water pollution prevention systems into all development projects including maximizing landscaped areas and providing areas for storm water storage and sedimentation.

Policy 3.21 - Require new projects to include permanent controls to reduce storm water pollutant loads from development sites including parking lots to the maximum extent practicable.

GOAL 4 - Ensure that future land use decisions are the result of sound and comprehensive planning.

Policy 4.1 - Consider all general plan goals and policies, including those in other general plan elements, in evaluating proposed development projects for general plan consistency.

Policy 4.2 - Maintain consistency between the Land Use Element, the other elements of the general plan, the zoning ordinance, and the Municipal Codes regulations and standards.

Policy 4.3 - Endeavor to promote public interest in the understanding of the general plan and land use programs.

Policy 4.4 - Encourage citizen participation in planning and the land use decision making process and development of land use programs and policies.

Policy 4.5 - Foster inter-governmental cooperation and coordination in order to maximize the effectiveness of land use policies.

Policy 4.6 - Develop comprehensive local and regional rather than piecemeal planning solutions and promote long-range solutions to land use issues.

Policy 4.7 - Strengthen the framework for effective regional and local planning efforts.

IX Implementation Program

This section provides a coordinated set of action plans/objectives for the City designed to carry out the land use plan goals and policies.

Table 9 - Implementation Program

Action Plans/Objectives	*Corresponding Goal/ Policy*
The following address North End Neighborhood Recommendations	*Goals are numbered 1 - 4 and are introduced on page 38. Policies associated with Goal 1 are numbered 1.a., 1.b. 1.c., ...and so forth. Policies are found on pages 38 - 44*
1. *The City will encourage home ownership and improvement of the existing housing stock through residential rehabilitation grants for owner and non-owner occupied single family dwellings and duplexes*	*3.7, 3.8 ,3.14*
2. *The City will adopt an Infractions Ordinance and seek other ways to improve the code enforcement system and require that property owners maintain their properties.*	*1.10, 3.1, 3.7*
3. *The City will use Traffic Calming strategies to reduce cut-through traffic in residential areas.*	*1.3, 2.1, 3.1, 3.7, 3.17*
The following address Central Neighborhood Recommendations	
4. *The City will discourage the development of new "unattractive" storage yards and the City will consider amendments/ programs designed to improve the appearance of existing storage yards.*	*1.6, 1.7, 1.9, 1.10, 2.1, 3.1, 3.5, 3.10, 3.12*
5. *The City will revise the Commercial/ Industrial zoning standards to discourage the establishment of tractor-trailer truck, van, or bus storage or parking facilities.*	*1.5, 1.6, 1.7, 1.9, 1.10 2.1, 3.1, 3.10*
6. *The City will discourage the development of tractor trailer truck terminals, and storage yards.*	*1.5, 1.6, 1.7, 1.9, 1.10, 2.1, 3.1, 3.10*
Action Plans/Objectives	*Corresponding Goal/ Policy*
The following address West Side	

Neighborhood Recommendations	
7. The City will encourage home ownership and homeowners efforts to repair and restore existing housing.	1.2, 3.7, 3.8, 3.9
8. The City will encourage further development of neighborhood shopping opportunities.	1.3, 1.5, 2.6, 3.1, 3.2, 3.3, 3.17
9. The Agency will acquire and restore the Los Brisas apartments and establish common ownership and management and maintenance programs..	1.2, 3.1, 3.7, 3.8, 3.17
10. The City will implement the Park Master Plan and acquire and develop a West Side Park.	1.5, 1.11, 1.12, 1.13, 3.7, 3.17
11. The City will consider ways to improve the interface or create buffer areas between existing commercial /industrial areas and residential uses.	1.3, 1.6, 1.8, 1.10, 1.12, 2.1, 3.2, 3.3, , 3.6, 3.7, 3.9
The following address Civic Center Neighborhood Recommendations	
12. The City will prepare specific plans for the Crescent Heights historical neighborhood and the Central Business District.	1.3, 1.4, 1.5, 2.6, 3.3, 3.7, 3.14, 3.17
13. The City should encourage the repair and renovation of architecturally or historically significant houses by creating incentives to relocate dwellings into the Crescent Heights area. The Crescent Heights neighborhood should be given a special designation and a Specific Plan should be prepared to establish precise district boundaries, guidelines for design, landscaping, house moving projects, etc.	1.2, 1.3, 3.7, 3.14

Action Plans/Objectives	Corresponding Goal/ Policy
14. *The City should continue to require the undergrounding of overhead utilities when practicable for new development except for high voltage systems (16kv and above).*	*2.5, 3.7, 3.11*
15. *The City should coordinate traffic circulation studies and traffic enforcement efforts with the Long Beach Unified School District to improve pedestrian safety and traffic flow in vicinity of Signal Hill School.*	*2.1, 3.1, 3.9*
16. *The City will streamline its house-moving ordinance and consider developer impact fee waivers to encourage the relocation of architecturally significant/ historical dwellings into the Crescent Heights Neighborhood.*	*1.2, 3.7, 3.14*
17. *The City will encourage mixed-use development to encourage housing near retail centers and transportation corridors.*	*1.2, 1.3, 1.4, 1.6, 1.9, 3.1, 3.4, 3.17*
The following address Hilltop Neighborhood Recommendations	
18. *The City should encourage the continuation of the development of the hilltop with high-quality housing.*	*1.1, 1.2, 1.3, 1.9, 2.2, 2.6, 3.2, 3.3, 3.12*
19. *The City should require developers to pay their fair share for improving roads and infrastructure related to their projects.*	*1.1, 1.6, 1.11, 2.1, 2.5, 3.11*
20. *The City should follow the recommendations in the Hilltop Area Specific Plan regarding landscaping and the careful planting of trees so as not to create view obstructions.*	*2.2, 2.3, 3.3*

Action Plans/Objectives	Corresponding Goal/ Policy
21. Views from existing dwellings should be preserved when feasible, but efforts to preserve views should not infringe on the rights of property owners to develop in accordance with the existing Hilltop Area Specific Plan.	2.1, 3.7
22. The City should encourage the development of a comprehensive system of sidewalks and trails to encourage walking and hiking and the enjoyment of the view from the hilltop.	1.11, 1.12, 1.13, 2.2, 2.3, 2.5, 3.3, 3.11, 3.17
23. The City should consider revision or deletion of the PD-2 zoning district.	5.g.,
The following address Southeast Neighborhood Recommendations	
24. The City should encourage home ownership through efforts to develop affordable Housing, and home improvement through rehabilitation grants	1.2, 1.4. 3.8, 3.9
24. The City should encourage renovation of existing dwellings, when practicable, or replacement of obsolete housing.	1.2, 3.2, 3.5, 3.7, 3.8, 3.9, 3.14
25. The City should encourage further renewal efforts along Pacific Coast Highway.	1.3, 1.4, 1.8, 1.9, 2.1, 3.1, 3.6, 3.9, 3.10. 3.13, 3.17
The following address Atlantic/ Spring Neighborhood Recommendations	
26. The City should prepare a Specific Plan and rezone the Atlantic/ Spring Neighborhood for General Industrial and Commercial Use.	1.6. 1.7, 1.9, 1.8, 2.5, 2.6, 3.2, 3.4, 3.6, 3.10

Action Plans/Objectives	Corresponding Goal/ Policy
The following address issues raised in the Constraints and Issues and Special Management Areas Sections	
Residential Density	
27. The City shall provide a range of housing types to meet the needs of the community.	1.1, 1.2, 1.4, 2.2, 3.7, 3.8
28. The City shall provide its fair share of affordable housing consistent with State regulations.	1.1, 1.3, 1.4, 3.7, 3.8, 3.17
29. Developers shall pay their fair share for the cost of providing infrastructure improvement costs.	2.1, 2.5, 3.11
30. Gated communities with private security measures are encouraged to lower public policing costs	
31. The City shall use the Specific Plan process for planning major development projects.	1.3, 1.5, 1.6, 1.8, 2.2, 3.2, 3.6, 3.12, 3.17
Manage Scenic Hillsides	
32. The City shall protect and enhance public viewing areas.	1.13. 2.2, 2.3, 3.3, 3.13
33. The City will discourage the planting of trees that may mature to view obstructing heights through the Site Plan and Design Review process, and encourage property owners to enforce their homeowners' associations rules and regulations concerning tree pruning and landscape maintenance.	2.2. 3.7
Quality Development	
34. The City shall through the Site Plan and Design Review process maintain a high level of control over design and architecture to achieve highest quality development.	1.2, 2.2, 3.7, 3.9, 3.12. 3.13
35. The City shall consider historic preservation when renovating City Hall and Civic Center buildings	

Action Plans/Objectives	Corresponding Goal/ Policy
36. The City shall assure long lasting beauty and durable development through providing high quality plan review and inspection of construction.	2.2, 2.4, 3.6, 3.7, 3.8, 3.9, 3.12, 3.16
Revitalize Older Commercial and Industrial Areas	
37. The City shall maintain an attractive oil field by enforcement of the Oil Code landscaping and painting regulations.	1.10, 2.6, 3.2, 3.9, 3.13
38. The City shall strive to improve the appearance of existing storage yard and older industrial properties through creative programs like the Orange Avenue Improvement Program.	1.10, 2.1, 3.2, 3.3, 3.5, 3.6, 3.10, 3.12
39. The City will review and revise as necessary parking lot standards and parking requirements for all land use categories.	1.3, 1.4, 3.7, 3.10, 3.12
Revitalize Older Residential Areas	
40. The City shall encourage the repair and restoration of historically/ architecturally significant dwellings.	1.2, 3.7, 3.13, 3.14,
Diversify the City's Economic Base	
41. The City will, through its land use policies, continue to diversify the City's economic base. The City will encourage the growth of the Auto Center and Town Center retail sales tax generating businesses and the development of diversified sources of sales taxes such as business to business sales.	1.1, 1.3, 1.5, 1.6, 1.8, 1.9, 3.6
42. The City shall enforce the Oil Code to minimize the affects of the interactions of oilfield activities and other urban uses.	1.6, 1.10, 2.4, 2.6, 3.2, 3.3, 3.6, 3.9
Address Incompatible Land Uses	
43. The City shall study the nonconforming uses ordinance and mechanisms to abate nonconforming uses over time.	1.6, 1.10, 3.1, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10

Action Plans/Objectives	Corresponding Goal/ Policy
Maintain Adequate Public Facilities	
44. The City should improve library services and seek funding to develop a new larger library.	1.11, 3.11, 3.13
45. The City will continue to collect developer impact fees from developers of new projects consistent with the need to upgrade and complete park, sewer, and water, storm drain and circulation master plans.	1.11, 2.2, 3.6, 3.7, 3.11
46. The City shall periodically review and revise developer impact fees to assure that development pays its fair share of the infrastructure costs, and also to assure that developer impact fees do not discourage new development.	1.11, 3.7, 3.8, 3.10, 3.11
Flooding	
47. The City shall require the construction of flood control facilities concurrent with new development.	1.11, 2.2, 3.9, 3.11, 3.13, 3.18, 3.19, 3.20, 3.21
Storm Water Pollution	
48. The City will adopt and implement storm water discharge regulations consistent with state regulations in order to improve water quality of urban runoff and of the Pacific Ocean.	3.7, 3.11, 3.13, 3.17, 3.18, 3.19, 3.20, 3.21, 4.5
49. The City will adopt storm water discharge regulations to improve water quality consistent with state law.	3.7, 3.11, 3.13, 3.17, 3.18, 3.19, 3.20, 3.21, 4.5
Geologic Study Area	
50. The City will periodically adopt the most recent editions of the Uniform Building Codes.	2.2, 3.6, 3.7, 3.8, 3.9, 3.16, 4.2, 4.5
51. The City will consider adopting energy conservation regulations consistent with state law and local needs.	3.7, 3.11, 3.17, 4.5
Schools	
52. The City will consider the formation of its own school district	

Action Plans/Objectives	Corresponding Goal/ Policy
53. The City will support the Spring Street Corridor Joint Powers Authority to facilitate the coordination of development projects in the Cities of Long Beach and Signal Hill.	1.5, 1.8, 1.9, 2.1, 2.6, 3.11, 3.13, 3.15, 4.5, 4.7
54. The City should form a joint powers authority or other agreement with the City of Long Beach for the coordinated improvement of PCH	
55. The City will continue to coordinate with the City of Long Beach traffic studies, grant applications, and capital improvement projects to improve the circulation system.	1.11, 2.1, 3.1, 3.11, 3.13, 3.15, 4.5
56. The City will continue the Planning Commission recognition program to encourage homeowners and businesspersons to upgrade and beautify existing development.	1.1, 3.7, 3.8, 3.10, 3.12
57. The City will hold general plan workshops to obtain community input for the general plan and future updates.	1.5, 1.11, 4.1, 4.2, 4.3, 4.4, 4.6
58. The City will prepare an annual report on the implementation of the general plan consistent with state law.	1.11, 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7
59. The City will contribute data for the State Department of Finance's annual population estimate program, and monitor U.S. Census information.	3.11, 4.3, 4.5, 4.7
60. The City will monitor state and federal land use legislation which may impact Signal Hill and, when appropriate advocate positions advantageous to the improvement of the City.	3.7, 3.9, 3.11, 3.12, 3.15, 4.5, 4.7
61. The City will continue to use Specific Plans to improve on the quality of new development	1.5, 2.2, 2.6, 3.6, 3.7, 3.9, 3.1o, 3.12, 4.1, 4.2

Action Plans/Objectives	Corresponding Goal/ Policy
62. The City will monitor, and when appropriate, support state and federal legislation that maintains or improves local financing capabilities.	1.11, 3.11, 3.13, 3.15, 4.5, 4.6, 4.7
63. The Agency will continue its efforts to implement the Redevelopment Project Area No. 1 as amended.	

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